

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

624

LONG'S GARDEN BOOK FALL 1928



New Gladiolus "Coronado" (See center spread)

THE J. D. LONG SEED COMPANY
Boulder, Colorado

D. N. Shoemaker

“Eventually If Not Now”

Well, folks, you don't need to read these first few pages right now. I know exactly what some of you “Glad Fans” will do. You'll turn at once to my tempting “hand picked” list of named glads to see what's new to be had this season. Also, to see if some of the newer kinds listed before have come down in price enough so you can add them to your collections this year.

You'll be delighted, I'm sure, to discover many of the new ones you've heard so much about; and to find the introductions of last year and a few years before have increased so well that prices are now very reasonable for such rare varieties.

That's fine, go ahead and browse around, making notations of the kinds and sizes you wish to order at my *Digging Time Prices*.

But “eventually if not sooner,” come back, please, and read every line in these front pages. This because it will pay both you and me. I know mighty well what many high-brow advertising men will say about my “Long” talks. They'll say I'd make more money if I used this space to describe, illustrate, and boom some of the wonderfully fine glads that I tell about in only a few lines.

And these critics may be right. Probably are. But somehow, I just like to talk things over very fully with my friends and customers as well as prospective customers, making sure that you understand just what I'm offering you, and *why it pays you* to place a liberal share of your orders with me.

Yes, yes, I know that in time you might learn in other ways—by ordering just a little and discovering how well you have been treated, or hearing about the success others have had with my stocks—but it would be too bad if you lose several years of pleasure and profit by having to find out all this a little at a time. So, you see, I'm taking the short cut and trying to tell you quite a lot of the whys and wherefores right now.

I intended to rewrite the following three pages or so. “*The Tail Now Wags the Dog*.” That was printed in my 1927 fall catalogue. But after reading it over just now I decided that what was true last year is just as true this fall. It's the truth and good sense, even if I did write it myself. If you are not already familiar with the things I explain in these pages, just go over them again.

Seems like still more should be said, though, about some matters. One is prices. After all I've said trying to educate my readers along this line I find some folks still buy glads on a price basis only. They don't seem to know that there is a whale of a difference in the quality and purity of stocks, the generous treatment of the seller in filling orders or making good if anything not all right, the liberal or skimpy grading of sizes from Nos. 1 to 6, the tremendous difference in sizes of bulblets, the heaped and running over quart and the stingy measure, the absolute guarantee of safe delivery—and other features that make a deal satisfactory and profitable, or otherwise.

Good land, no! I don't claim to be the only one who has splendid stocks, gives liberal count and measure, treats every customer like a friend. But I do say that if others beat me in these matters, in the “Long” run, they will have to go some.

Just a word more about my fall prices. It may happen that here and there I seem to be high on some items. This is automatically taken care of when we come to filling your order. We just put in plenty extra to more than make up the difference, if any. You've always got that check on me of returning at my expense any part or all of the goods for full cash refund. Pretty satisfactory way to order, now isn't it.

The Tail Now Wags the Dog

About seven years ago I began to include a few gladiolus bulbs in the fall catalogue. My first listing of glads in this way was just a mixture, and one size. Space given to glads was about one-fourth a page. Otherwise the catalogue was similar to other fall editions, which list the “Dutch bulbs” (tulips, hyacinths, etc.) and various roots and plants that do best if set out in the fall.

Each succeeding fall I increased my list of glad bulbs, also offered bulblets of some varieties, all at special “DIGGING TIME PRICES” for shipment as soon as the new crop was dug, cured, cleaned and in good condition to send out.

The idea was, and is, to deliver as much of my glad crop in the fall and early winter as possible. This for several reasons. I and those who help me during the busy seed

season have more time to handle the glads in the fall than we have in the spring. This plan spreads the work out so that I can give longer employment to my regular, experienced help. As you know, the seed business is seasonable and, ordinarily, the working force has to be greatly reduced from June to January. So this development of fall selling and delivery of glads is indeed welcomed by myself and my helpers.

But the plan of delivering glads in the fall has developed far beyond my expectations. What's more, my customers themselves have done more than I have to popularize this fall selling plan. And for good reasons.

Even with constantly increasing my storage facilities, I'm always short of room for storing glads over winter. Therefore, I'm mighty glad to make it well worth while for you folks to store them yourselves. So I make special price inducements for fall delivery, and, in addition, am especially liberal in giving extra count or measure.

That my customers are well satisfied is proven by this standing offer from year to year: "If, upon arrival, the shipment is not fully satisfactory and pleasing as to appearance, sizes, liberal count, etc., you are free to return any part or all, and I will refund full price and pay transportation both ways." In five years I've had only several lots returned, and these were due to misunderstandings.

I myself like to buy and have delivered in the fall any new stocks I want for the next season. I want to get them when the getting is good. I'll take the pick of the other grower's crop, the same as I give of my own crop to my fall buyers. Also, I like to have these new stocks under my own care during the winter. I like to know right where to lay hands on them, and see how they are keeping. In fact, I get a thrill just in pawing over the bulbs and bulblets and thinking of their performance in my garden the next summer. Many customers write that they feel the same way about this.

Furthermore, even fall orders may not always be filled in full. Some varieties and sizes sure to run short. But the customer knows before Christmas just what is short, if any, and has ample time to scout around and try to find the rest of his stocks before spring. "Of all sad words of tongue or pen" the saddest (to the glad enthusiast) are these: "We are unable to supply the following—". This especially if the sad words come well along towards spring, when chances are far from good for finding just what is wanted.

To be sure, there will be lots of glads in hands of growers for spring delivery. I myself expect to have a pretty good supply of many kinds and sizes. But the early buyers just naturally stand the best show to get the kinds and sizes wanted.

Now to return to the beginning of this story: Until this year, the glads stocks were always listed in the back of the fall catalogue. The tulips, etc., received first attention and "preferred position" as the printer or ad man would say.

We still sell lots of tulips, hyacinths, narcissus and other items for fall planting. Have a larger supply this year than ever before, and many of the prices are lower. But our fall sales of glads now far exceed the total sales, of all these fall bulbs. Therefore, I'm giving glads, the bulbs for spring planting, the right of way—the first pages in the fall catalogue. Just another instance of "the tail wagging the dog", so to speak.

Now, folks, it's going to pay you well to read carefully and fully all I'm telling you about glads and how best to buy them. I'm proud of my splendid list of named varieties. "Look 'em over."

Of course, I don't want the glads to overshadow the fall bulbs and roots. Never before have I seen such reasonable prices for the high-grade varieties of iris as those I'm offering herein. Then there are the peonies and the "Dutch bulbs" such as tulips, hyacinths, etc. Those Darwin and Cottage tulips are the pick of all moderately priced tulips. I cut out the small early tulips some years ago. The giant Darwin and Cottage kinds are so much larger and more satisfactory.

Read this catalogue forwards or backwards. Read it consecutively or at random here and there. Any way you do this you are bound to get some valuable tips and pointers that will add pleasure and profit to your gardening.

LONG'S "Show Me" Proposition

Please read carefully explanation of the three sizes of bulbs I offer this fall. The sizes, quality and count, are subject to your approval. When you receive your "glad package," examine every bulb. Check up with catalogue. Count the bulbs and bulblets. If you are not well pleased, just return any part or all of the shipment to me, by parcel post, and I'll refund full price and return postage. Do you suppose I'd send out a package that would likely come back and cost me postage both ways. Not if you know me!

Three Size Glad Bulbs for Fall

Except where otherwise noted, my offers of gladiolus bulbs for fall delivery at special digging time prices are on three sizes of bulbs, also bulblets.

I'll sort or grade the bulbs into three lots, as follows:

LARGE. This size is indicated by "L" in connection with prices. The bulbs in "L" size will be an inch in diameter or larger. Many will be larger, but none smaller. Will average about 1 1/4 inches.

MEDIUM. Abbreviated to "M" as used with prices. In this lot, "M", the bulbs will average about No. 4 size (3/4 to 1 in.).

SMALL. These "S" bulbs are supposed to run under half-inch in diameter, but many will be half-inch, some even five-eighths. Will average about No. 5 1/2 size.

What Size Shall I Buy?

A large bulb usually produces two spikes of blossoms, sometimes three. A medium bulb will produce a splendid spike, and maybe two of them. A small bulb is not certain to bloom, but most small bulbs will bloom nicely, producing somewhat smaller spikes.

So for flowering purposes there isn't so very much difference one way or the other as to relative cost of bulbs and the flowers they produce.

But for increasing stock there is a marked difference. The medium and small bulbs are a much better investment than the large ones, for producing new, vigorous bulbs and many bulblets, provided these are grown from bulblets, as most of mine are.

Any size bulb will produce one new bulb for each spike it sends up, so you get two or more new bulbs from a large bulb, as a rule. But bulbs produced from the smaller bulbs are more vigorous. The small bulbs you plant—that is, the small and medium bulbs, will generally produce a good many more bulblets than will be found on bulbs from the large bulb.

So there you are—pay your money and take your choice! Large, commercial bulb growers do not buy the largest bulbs if they can get the medium or small ones. Even at the same price, I would prefer the medium or small bulbs, if produced from the bulblets planted the previous season. That is, in varieties that I wish to propagate or increase stock of as rapidly as possible.

Prices, Terms, Delivery

Please note that these gladiolus prices are guaranteed for this fall only. Many of these offers will be withdrawn altogether after this fall.

At digging time prices, I do not fill a glad order amounting to less than \$1.00. I prefer not less than \$3.00, but will handle orders from \$1.00 up if received in time.

Each item on your fall order, at digging time prices, must amount to not less than 25c.

I pay all postage or express charges in U. S. A., and guarantee safe delivery.

TERMS: Cash with order, or one-fifth cash with order, balance C. O. D. Or send one-fifth with order, and balance any time before we are ready to ship.

More Good News About Fall Prices

As you will note, my prices for gladiolus bulbs and bulblets for fall delivery are most reasonable.

But I might as well tell you a little secret. It is this: I'm preparing copy for this catalogue in August. Have to do this so the printer can get the catalogue ready for us to mail early in September.

So these glad prices are printed long before the crop has made its full growth. But I never had finer prospects, and am sure I will have so many fine bulbs and bulblets that I can be exceedingly liberal in counting out for your orders.

In other words, if I've guessed wrong and made some prices too low I'll stay with it and fill at those prices so long as my supply lasts. If, on the other hand, any prices might prove a little high, I'll send plenty extra bulbs or bulblets to insure you as good values as I or any other responsible grower will offer during the season. Either way, you can't lose. Anyhow, you're the one who has the last say in the matter, according to my offer. Look 'em over. If not well pleased, return any part or all, at my expense, for full refund.

Therefore, with a few exceptions of very scarce stocks, you are pretty sure to get more than I'm offering for your money. I'd really rather not mention this, but surprise

you when you open your package. On the other hand, think you might like to know this in advance.

Some growers don't believe in giving any extra count in filling orders. Without taking space to discuss the matter I'll say that if it's a sin to do this, then I'm sure one sinner, for have always been pretty careless when counting glads to fill orders. My helpers are even worse than I am sometimes. **This applies especially to glads and other stocks that I grow myself in large quantities.** Somehow, I never seem to miss the extras, if something I grow myself. It's different, of course, if one buys stocks to sell again. Can't be so liberal with such items.

In this connection, I'm going to ask you one favor: If you have any objections to receiving more than you order and pay for, will you please say so plainly on your order. I sure don't want to make anyone mad by sending extra count.

Why Long's Glads Make Good

Any glad grower knows that one of the biggest problems we have is to obtain pure stocks, and keep them pure. Even with the best of equipment and most careful handling, some slight mixtures will appear at times. Just seems like some of the old cheap sorts volunteer and crop out in the better stocks.

Fortunately for my glad customers, my training as a seedsman is a big help to me in keeping my glads pure and unmixed. A good seedsman is as careful as a drug clerk filling a prescription, or ought to be. While an error in filling a seed order might not cause sudden death, yet it could make a difference of hundreds or even thousands of dollars in the resulting crop.

So if there is anything I'm real cranky about it is this matter of keeping stocks as pure as possible. At best we all make some mistakes, and I don't claim to be infallible. But I sure give this important matter my most careful attention. Glads are my hobby, and I spend much of my time in the field at planting time, and all through the blooming season, then again at digging time, and finally in the store rooms where I supervise the cleaning, grading and filling of the orders.

Here at Boulder we have ideal conditions of climate, soil and water to produce good healthy gladiolus stocks. With sunshine nearly every day in the year, and a long growing season, a continuous healthy growth is secured. The dry climate is fine for curing the bulbs when dug.

By rotating my crops, I do not plant glads on same ground more than once in four years or so. Often a crop of alfalfa or white sweet clover is turned under to enrich and sweeten the soil for my glads.

As an additional good health measure, I treat all my planting stock of glad bulbs and bulblets with SEMESAN. If interested in this, write direct to E. I. Du Pont De Nemours & Co., Wilmington, Delaware. Try soaking glad bulblets 7 or 8 days in Semesan solution just before planting them. That is, if shells not cracked. If cracked or peeled, soak in Semesan overnight. No harm to soak bulbs 24 to 48 hours in Semesan—a longer time than usually soaked.

And pure soft water, from melting snows, way back in the mountains, comes at my beck and call, through irrigation ditches and also through many lines of Skinner overhead sprinkling pipes. Any glad grower can appreciate what this means in obtaining an uninterrupted growth.

I'm on the job the year round, except a month or so right after planting is finished and before the glads begin to bloom. This is the one time I am not especially needed around here, so I take a well-earned vacation in June. For three years now I've spent this time out on the Pacific coast, helping judge at the annual glad show in California, visiting friends and hobnobbing with other glad growers there.

I could be away even longer, for I have such splendid help at the gardens and in the store and office. These folks are all my friends and neighbors, most of them staying on from year to year. They are not here today and gone tomorrow, with no feeling of responsibility. All take a keen interest in handling the bulbs, as well as the seeds, in most careful manner.

To prevent mixing and to facilitate curing and handling of the glads, I have hundreds of trays, size 20 x 36 inches, each with close mesh wire screen bottoms. These trays slide in racks, so that any lot of bulbs can be inspected or handled in a jiffy. Have many larger trays, also, for outdoor use, all with fine screen bottoms.

Finally, my regular organization and equipment for handling the seed business is employed for filling and packing the glad orders. Every convenience in way of trays, drawers, rubber stamps, envelopes, bags, etc., is at our command, so we can sort, select, label, pack and ship the glads most satisfactorily.

I could say still more but have already made this a "Long" story. Thought you might be interested to know some of these details. In fact, you are entitled to know just why my glad stocks should be a good investment for you.

LONG'S Selected Named Gladioli

(All Glads prepaid in United States.)

Half dozen at dozen rate. For meaning of **L., M., S.** sizes of bulbs see page 4. **Blts.** is abbreviation for bulblets, the small, hard-shell fellows produced around base of bulb. Strictly speaking, bulbs are corms and bulblets cormels, but we will doubtless understand each other better by referring to them by the better known terms, bulbs and bulblets.

Number of bulblets in packet not specified. Based on the 100 or 1,000 rate, but fewer in proportion for smaller lot. Plenty for the price, however. "Leave it to me—J.D."

For larger lots see wholesale pages.

Please do not order in smaller quantities than listed. No item less than 25c.

If no dozen price named, multiply single price by 10.

BALBOA. (Briggs)—Clear-growing apricot pink, blending into a warm yellow throat. Seven large, well-opened and well placed flowers of good texture open at once. Good spike. Increases well. I consider this one of the best Briggs introductions. (**L.**, ea. \$1.00) (**M.**, ea. 50c) (**S.**, ea. 25c) (**BLTS.**, pkt. 40c)

BECK, RITA. (Fischer)—Flowers of enormous size and excellent substance. Spike well built and strong, holding the well placed blossoms in best of form. Color medium pink. (**L.**, ea. \$2.00) (**M.**, ea. \$1.00) (**S.**, ea. 60c) (**BLTS.**, pkt. 50c)

BENNETT, DR. F. E. (Diener)—I believe it was Mr. Ellis who aptly described this flaming red Glad as "House A-Fire Red." You'll say it's all of that. Large and fine. Good spike. Blooms from all size bulbs and often from bulblets. Increases so well that now within the reach of all. (**L.**, ea. 25c; doz. \$2.00) (**M.**, 3 for 29c; doz. \$1.00) (**S.**, doz. 66c) (**BLTS.**, pkt. 30c)

BOBBY. (Kunderd)—Deep rose, with red throat blotches. Very large. (**L.**, ea. 30c; doz. \$3.00) (**M.**, 2 for 30c; doz. \$1.50) (**S.**, doz. 70c) (**BLTS.**, pkt. 30c)

BREAK O'DAY. (Bill)—LaFrance pink, flushed over cream. Edges deeper pink. Zone of yellow on lower petals. Good size, very early and rapid propagator. (**L.**, 2 for 33c; doz. \$1.70) (**M.**, 3 for 25c; doz. 84c) (**S.**, doz. 50c) (**BLTS.**, pkt. 25c)

BUNCE, ALLEN V. (Bill)—Vivid orange-yellow, with bright central line of claret. (**L.**, ea. 30c; doz. \$3.00) (**M.**, 2 for 30c; doz. \$1.30) (**S.**, doz. 70c) (**BLTS.**, pkt. 30c)

CARBONE, J. A. (Diener)—Iridescent orange-salmon. (**L.**, 4 for 30c; doz. 80c) (**M.**, doz. 44c) (**BLTS.**, pkt. 25c)

CARDINAL PRINCE. (Kunderd)—Mighty fine self-colored rich red with good size blooms well faced on strong but not clumsy spike. Another splendid red. Darker than Dr. Bennett. (**L.**, ea. 35c; doz., \$3.60) (**M.**, 2 for 38c; doz. \$1.90) (**S.**, 3 for 30c; doz. \$1.10) (**BLTS.**, pkt. 30c)

CARTER, PATRICIA. (Kunderd)—Softest light shrimp-pink. No markings. The most beautiful Primulinus Glad ever offered by the originator. (**L.**, ea. \$1.80) (**M.**, ea. \$1.00) (**S.**, ea. 60c; 2 for \$1.00) (**BLTS.**, pkt. 50c)

CATALINA. (Briggs)—Bright rosy-pink with vivid yellow-lemon throat. Fine Glad. Prices same as for Balboa.

CHRIST, FREDERICK. (Diener)—Combination of La-France pink and yellow, said by the originator to be most wonderful color combination ever produced in Glads. Good, tall, straight spike with many blossoms open. (**L.**, ea. \$8.00) (**M.**, ea. \$4.00) (**S.**, ea. \$2.50) (**BLTS.**, ea. 60c; 2 for \$1.00)

COLEMAN, CATHERINE. (Coleman)—Very tall, strong spike, carrying large, well expanded flowers of rich coral pink. Slight American Beauty color in throat. Wonderful exhibition variety. (**M.**, 2 for 32c; doz. \$1.60) (**S.**, 4 for 35c; doz. \$1.00) (**BLTS.**, pkt. 30c)

COMPSON, BETTY. (Diener)—Phlox pink, overlaid phlox purple. Lower petals Baryta-yellow, sprinkled purple. (**L.**, ea. 50c; doz. \$4.00) (**M.**, 2 for 39c; doz. \$2.00) (**S.**, doz. \$1.00) (**BLTS.**, pkt. 30c)

COPPER BRONZE (Kunderd)—As named. Very unusual. (L., ea. 30c; doz. \$3.00) (M., 2 for 30c; doz. \$1.40) (S., doz. 70c) (BLTS., pkt. 25c)

CORONADO. (Briggs)—Immense heavy ruffled white with royal-purple lace-like throat. Won first prize for best single spike in California Glad show. (L., ea. \$10.00; doz. \$100.00) (M., ea. \$7.50; doz. \$75.00) (S., ea. \$5.00; doz. \$50.00) (BLTS., ea. \$2.00; doz. \$20.00)

CORYPHEE. (Holland)—A Pfitzer masterpiece. Very tall spike with 8 to 10 immense round, well formed flowers open at once. Soft rose-pink, same color as the inside of a fresh cut Ophelia rose. One Glad fan says this beautiful waxy pink is found in some orchids, such as Miltonia. (L., ea. \$7.00) (M., ea. \$4.00) (S., ea. \$2.50) (BLTS., ea. 60c; 2 for \$1.00; doz. \$6.00)

CYGNUS. (Kunderd)—Main color salmon-apricot. A good size, very choice, refined Prim that you'll fall in love with at first sight. Lower petals softest daffodil-yellow with fine pink throat lines. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

DES MOINES, MISS. (Decorah)—Won the \$100.00 Sisson prize at Des Moines, 1926, for best new variety. Color pale lilac, shading to listeran purple toward the edges of petals. Throat light marguerite-yellow. Tall, erect, wiry stem, on which the blossoms are well placed and spaced. Good healthy grower. Introduced fall 1926 when only a dozen or so bulbs for sale. Stock still very small and will be scarce for some time. (L., ea. \$25.00) (M., ea. \$12.50) (S., ea. \$7.00) (BLTS., ea. \$3.00; 4 for \$10.00)

DICKENS, CHAS. (Europe)—Bright radiant purple, with velvety blotch on lower petal. Strong, tall spike, with 7 or 8 large perfect flowers open at a time. Splendid placement of blooms. A very outstanding glad in its color class. Denver florists grab this as fast as it blooms. Good propagator. (L., ea. 50c; doz. \$4.80) (M., ea. 25c; doz. \$2.40) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 40c)

DIENER'S LILAC. (Diener)—Very dainty, not small, glad; cream ground, lightly overlaid lilac. The back of the blossoms appear more lilac-tinted than the face, which shows more of the cream. (L., ea. \$10.00) (M., ea. \$7.50) (S., ea. \$5.00) (BLTS., ea. \$1.50; doz. \$15.00)

DOHRMANN, MRS. A. B. C. (Diener)—Venetian-pink, overlaid with jasper-red. Large. (L., ea. \$1.50) (M., ea. \$1.00) (S., ea. 60c) (BLTS., pkt. \$1.00)

DIENER, RICHARD. (Diener)—Geranium-pink with yellow center, sprinkled ruby. (M., doz. 70c) (S., doz. 30c) (BLTS., pkt. 25c)

DOUGLAS, MRS. LEON. (Diener)—Gigantic in every way, and beautiful as well. Begonia-rose, striped scarlet. A sensational glad that has captured the fancy of fans and florists. Last year the demand could not be supplied. (L., 3 for 35c; doz. \$1.10) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

ELYSIANA. (Bill)—Beautiful lavender-pink with cream throat. Many open. (L., ea. \$1.00) (M., ea. \$50c; doz. \$5.00) (S., ea. 25c; doz. \$2.50) (BLTS., pkt. 40c)

FARRAR, GERALDINE. (Diener)—Pale lavender-violet with deep violet spot on lower petals. It has a pronounced light-blue cast, a coloring very uncommon and scarce in glads. Flowers well placed on strong stem. Side branches of good cutting size produced freely also. (L., ea. 50c; doz. \$5.00) (M., ea. 30c; doz. \$3.00) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 40c)

FORD, HENRY. (Diener)—Dark velvety-purple. (L., 3 for 25c; doz. 90c) (M., doz. 50c) (BLTS., pkt. 25c)

FREY, MARY. (Gelser Bros.)—Originator's description: "Beautiful lavender-pink with a ruby blotch on lower petal; resembles a cattleya orchid in color. Flowers large, perfectly placed on long, straight, slender stem, with 6 to 9 florets of lasting quality open at a time. Blooms early, vigorous grower and very prolific. It will be grown by the millions as soon as stock is available." One of the outstanding good features of this glad is its early blooming. There are others similar, but none in this color class so early, that I know of. (L., ea. \$8.00) (M., ea. \$4.00) (S., ea. \$2.00) (BLTS., ea. 50c; doz. \$4.80)

GIANT NYMPH. (Joe Coleman)—LaFrance pink, with creamy-yellow throat. Very large wide-open flowers, well arranged on tall, strong spike. A remarkably good glad. (L., 3 for 28c; doz. \$1.00) (M., doz. 50c) (S., doz. 25c) (BLTS., pkt. 25c)

GLORIANA. (Betscher)—Fine large salmon, no markings. Very, very, lovely. Plenty fine blossoms on tall, straight, strong spike. (L., ea. 50c; doz. \$5.00) (M., ea. 25c; doz. \$2.50) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

GOLD EAGLE. (Austin)—Deep rich yellow, daintily frilled blooms of good substance. Marvelous for producing good spikes from bulblets and many spikes from large bulbs. *Early.* Increases so fast and furiously that prices greatly reduced. (L., ea. 60c; doz. \$6.00) (M., ea. 30c; doz. \$3.00) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 35c)

GOLDEN DREAM. (Groff)—One of the best clear deep yellows to date. (L., ea. \$1.00) (M., ea. 50c) (S., ea. 30c) (BLTS., pkt. 50c)

GOLDEN FRILLS. (Kunderd)—Deep rich daffodil-yellow with pink (nearly red) lines on lower petals. Intensely and beautifully ruffled. Perfectly charming. Multiplies so rapidly that prices now within reach of all. (L., ea. 60c; doz. \$6.00) (M., ea. 30c; doz. \$3.00) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 40c)

GOLDEN SALMON. (Kunderd)—Beautiful ruffled glad of golden-yellow with salmon-red blending. (L., ea. 35c; doz. \$3.50) (M., 2 for 30c; doz. \$1.50) (S., doz. 74c) (BLTS., pkt. 30c)

GOODRICH, OLIVE. (Goodrich)—White with tips of petals beautifully edged pink. Throat tinted yellow. A most wonderful and charming color effect. Blossoms large and splendidly placed on good strong erect spike. Vigorous grower. You must have this one, sure. (L., ea. 40c; doz. \$4.00) (M., ea. 25c; doz. \$2.50) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 35c)

HANKS, NANCY. (Salbach)—Peach-red to orange-pink. Very unusual and pleasing. Strong erect spikes hold the blossoms all facing one way and evenly spaced. Side spikes produced freely. Stays in bloom long time. Fine for landscape. Stands heat remarkably well. Won honors at the big glad shows in England and Holland. Rapid propagator, hence these most reasonable prices for so fine a glad. (L., ea. 30c; doz. \$3.00) (M., 2 for 25c; doz. \$1.00) (S., doz. 60c) (BLTS., pkt. 25c)

HARDING, PRESIDENT. A new red or near red. Don't know who originated this. Haven't seen it bloom yet. If you don't like it, return the stock next fall and get your money back. (M., 2 for 30c; doz. \$1.60) (S., 3 for 25c; doz. 90c) (BLTS., pkt. 25c)

HEAVENLY BLUE. (Europe)—Soft lavender-blue, somewhat lighter than Mrs. Van Konyenburg. About the color of Geraldine Farrar. Very tall, straight spike with 8 or 10 fine blossoms open at one time. Stock scarce and in demand. (L., ea. \$7.50) (M., ea. \$5.00) (S., ea. \$3.00) (BLTS., ea. 60c; 2 for \$1.00; doz. \$6.00)

HERBSTZAUBER. (Europe)—Glowing orange-salmon. Large round flowers well placed on strong spike. (L., ea. 50c; doz. \$4.80) (M., ea. 30c; doz. \$3.00) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 40c)

HIGHLAND LADDIE. (Kunderd)—Large pink of unusual shade. (L., 3 for 32c; doz. \$1.00) (M., doz. 60c) (BLTS., pkt. 25c)

HORNBERGER, MRS. F. C. (Hornberger)—Splendid new prize-winning white. (L., ea. \$1.00; doz. \$10.00) (M., ea. 50c; doz. \$5.00) (S., ea. 25c; doz. \$2.50) (BLTS., pkt. 40c)

IRVING, MABEL. (Briggs)—Large, ruffled pink. (L., ea. \$1.00; doz. \$10.00) (M., ea. 50c; doz. \$5.00) (S., ea. 25c; doz. \$2.50) (BLTS., pkt. 25c; 100 for \$1.50)

ISOLENE. (Diener)—New slate or smoky glad. (L. ea., 50c) (M. ea., 30c) (S. 2 for 30c) (BLTS., pkt. 40c)

JEWEL. (C. Z.)—Tall pink with yellow throat. (L., doz. 74c) (M., doz. 40c) (BLTS., pkt. 25c)

JOERG'S WHITE. (Joerg)—Extra large white. (L., ea. 60c; doz. \$6.00) (M., ea. 30c; doz. \$3.00) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 40c)

JOY, BETTY. (Bill)—Soft creamy white, flushed LaFrance-pink. Many open, on fine, strong, straight spike. Placement perfect. (L., ea. 50c; doz. \$4.80) (M., ea. 30c; doz. \$3.00) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

JUBILEE. (Kemp)—Large light-lavender. Mr. Kemp says: "Nature has been most generous in bestowing on this great glad not only immense size, but a color of glorious beauty, and a spike and placement of flower about as nearly perfect as it will be possible to reach. Awarded Certificate of Merit at the A. G. S. show, Rochester, N. Y., 1926." (BLTS., ea. \$6.00)

KONYNENBURG, MRS. VAN. (Europe)—Similar in color to Geraldine Farrar, but a little deeper blue. Has been well described as "Matchless aniline blue, beats far the color of Badena, grows 5 feet tall, spikes erect, flowers well placed." Healthy, strong grower, and very satisfactory propagator. Bulblets germinate readily. (L., ea. \$1.80; doz. \$18.00) (M., ea. \$1.00; doz. \$10.00) (S., ea. 60c; doz. \$6.00) (BLTS., 2 for 25c; doz. \$1.20)

KUNDERD, A. E. (Kunderd)—Immense salmon-rose. Strong grower. (L., ea. \$1.50; doz. \$12.00) (M., ea. \$1.00; doz. \$9.00) (S., ea. 40c; doz. \$4.00) (BLTS., doz. 50c; 100 for \$3.50)

KUNDERD, MARIE. (Kunderd)—Glorious ruffled white. Scores high in every way. Early. (L., 3 for 29c; doz. \$1.00; (M., doz. 60c; (S., doz. 30c) (BLTS., pkt. 25c)

KUNDERD, ROBT. J. (Kunderd)—Rich deep red. One of the best reds. (L., 2 for 30c; doz. \$1.50) (M., 3 for 25c; doz. 80c) (S., doz. 40c) (BLTS., pkt. 25c)

LILAC WONDER. (Europe)—Lilac-lavender. Something like Minuet in color, but smaller. Not a Prim. (L., 2 for 30c; doz. \$1.50) (M., 3 for 28c; doz. 80c) (S., doz. 54c) (BLTS., pkt. 25c)

LONGFELLOW. (Decorah)—A "Delightful Different" pink glad that has made a great hit with amateurs, fans and florists. Having for one of its parents that well-built, lasting glad, Carmen Sylva, this new variety inherits the tall, slender but straight and wiry spike, the flowers well spaced and faced, the resistance to heat. In comparative tests Longfellow has stood up perfectly while other popular varieties drooped and wilted. (L., ea. 30c; doz. \$3.00) (M., 2 for 28c; doz. \$1.50) (S., 3 for 29c; doz. \$1.00) (BLTS., pkt. 30c)

LOS ANGELES (Houdyshel)—The famous "Cut-and-Come-Again" glad. Not all plants will produce additional spikes from the stump after original one cut, but if well cared for many of them will. Side branches also produced in abundance. A most sturdy, rank, healthy grower and really extravagant with its spikes of blooms. The glad fraternity owes Mr. C. E. Houdyshel a rising vote of thanks for giving us this splendid glad. But three cheers don't go far enough. Send him some of your Los Angeles glad orders. **That's so, I ran off on a tangent and forgot to tell you that the color of Los Angeles is beautiful shrimp-pink—just a little "salmony," tinted orange. It's a beauty. Increases very fast. Small bulbs and many bulblets bloom. (L., 3 for 31c; doz. \$1.00) (M., doz. 70c) (S., doz. 30c) (BLTS., pkt. 25c)

MADISON, MISS. (Boynton)—Dainty pink overlaid on white. No markings. One of the few clear light-pink glads. (L., 2 for 30c; doz. \$1.50) (M., doz. 70c) (S., doz. 35c) (BLTS., pkt. 25c)

MARY JANE. (Kunderd)—Silvery lavender-pink, with delicate clear lavender throat. (L., ea. \$1.50) (M., ea. \$1.00) (S., ea. 60c) (BLTS., pkt. 40c)

MATILDA ANN. (Diener)—Write Sam Fletcher, Menlo Park, Calif., about this new white.

McCOY, FRANK J. (Briggs)—New tall pink. Won blue ribbon Calif. Glad Show. (L., ea. \$10.00) (M., ea. \$7.50) (S., ea. \$5.00) (BLTS., ea. \$2.00)

MERCED. (Briggs)—A running mate for Balboa. Something alike, but still different. Both fine. Brilliant orange-saffron, shading into lighter yellow in throat. Large blooms, daintily ruffled. (L., ea. \$1.90) (M., ea. 50c) (S., ea. 25c) (BLTS., pkt. 40c)

MISSION BELLS. (Briggs)—Beautiful hooded Prim of rich orange-pink. Tall and beautiful, with six bell-like blossoms open on a straight wiry stalk. You'll say the name just fits. Vigorous grower. (L., ea. \$1.00) (M., ea. 50c; doz. \$4.80) (S., ea. 25c; doz. \$2.40) (BLTS., pkt. 25c)

MINUET. (Joe Coleman)—Ever think of how many real super-glads Joe Coleman has originated? Has to be a mighty fine glad if Joe gives it a name and releases any of the stock.

Now here we have this Mineut, a lively lilac-lavender with creamy throat. Ever notice, also, that Minuet is used as a measuring stick, so to speak, for all similar colored glads?

Minuet has the size, the strong straight stem, the placement of bloom, the color that has long been sought in this color class. A single well-grown spike of Minuet is a delight, while a bunch of this variety is too wonderful for mere me to describe. (L., ea. \$1.50) (M., ea. \$1.00) (S., ea. 50c) (BLTS., pkt. \$1.00)

McCUTCHEON, JOHN T. (Kunderd)—Large red. (M., 2 for 35c; doz. \$1.80) (S., 3 for 25c; doz. 80c) (BLTS., pkt. 25c)

MOODY, DR. (Kinyon)—A new lavender that won Award of Merit at the 1927 Boston Glad Show. Rather early for so large and fine a Glad. Strong grower. Bulblets germinate easily and make good growth. (L., ea. \$5.00) (M., ea. \$2.50) (S., ea. \$1.25) (BLTS., ea. 50c; doz. \$5.00)

MOTHER MACHREE. (Stevens)—Winner of the 1927 Seedling Sweepstakes Prize at National Glad Show, Hartford. Unusual smoky color. Tall straight spike. Blooms good size and well placed, 6 or 7 open at one time. A distinct novelty that will be wanted by all glad fans. **Large Bulbs, each \$100.00.** One-half of large bulb for \$50.00. I will treat the cut surface and guarantee satisfactory growth and increase. If you are not satisfied with the performance of the half bulb, return entire stock next fall for full refund. This cutting is no experiment with me. **Good size selected bulblet, but not jumbo size, each \$10.00; 3 for \$25.00.**

NIXIE. (Diener)—Jasper pink with spectrum-red near base. Beautifully ruffled blooms. Good straight, tall, spike. There is a peculiar, unusual and pleasing sheen over all that makes these blossoms stand out and attract attention as far as can be seen in the field. One of the most rapid propagators I've ever found. Hence the new and much lower prices for this fall. (L., ea. 40c; doz. \$3.60) (M., ea. 25c; doz. \$2.40) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

NUTHALL, BETTY. (Salbach)—Warm light coral with pale orange throat, feathered carmine. This new glad has made such a hit with me that I'm not caring to sell any this season. But if you insist, I'll spare a few bulbs at originator's price. (L., ea. \$7.50) (M., ea. \$5.00) (S., ea. \$2.50)

OLIVER, J. D. (Kunderd)—Lavender-rose. Large spike and large blooms. (M., ea. 30c; doz. \$3.00) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 30c)

OPALESCENT. (Bill)—"Nothing cheap about this but the price." Big, tall, husky plant with large rose-lavender blossoms to match. Worth more money, but is such a vigorous grower that can be sold at a profit at these prices. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c; (S., doz. 30c) (BLTS., pkt. 25c)

ORANGE QUEEN. (Europe)—Beautiful copper-orange Prim of good size. Wonderful for baskets. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

ORANGE WONDER. (J. A. Kemp)—Mr. Kemp says he believes this is the best orange colored glad ever offered. Practically solid color. Flowers large, wide open and well placed on good spike. Very brilliant. Sturdy grower. (L., ea. \$5.00) (M., ea. \$3.00) (S., ea. \$2.00) (BLTS., ea. 50c; doz. \$5.00)

ORCHID. (Sprague)—Lavender-pink upon a pale flushed frosted surface. Edges beautifully lacinated and ruffled. So resembles an orchid that the name was not hard to decide upon. Rapid propagator and strong grower. (L., ea. \$1.00) (M., ea. 60c) (S., ea. 30c) (BLTS., pkt. 50c)

OSALIN. (Salbach)—Coral-pink with rich soft orange marking in throat. (M., ea. 25c; doz. \$2.50) (S., 2 for 30c; doz. \$1.50) (BLTS., pkt. 30c)

PEARL OF CALIFORNIA. (Kingsley)—Here we have another top notcher in glads. Friend Kingsley sure put one over when he built Pearl of California. Soft La-France-pink, blending to rosy throat. Immense blooms and many of them open at one time. Good spike and good placement. (L., ea. \$2.00) (M., ea. \$1.50) (S., ea. \$1.00) (BLTS., pkt. \$1.00)

PETERS, MRS. F. J. (Fischer)—Lavender or Orchid-color, with darker throat. Fine glad. (L., 3 for 30c; doz. \$1.00) (M., doz. 60c) (S., doz. 25c) (BLTS., pkt. 25c)

PFITZER, PAUL. (Europe)—Brilliant velvety purple. (L., ea. \$1.00; doz. \$9.00) (M., ea. 50c; doz. \$4.80) (S., ea. 25c; doz. \$2.40) (BLTS., pkt. 50c)

PHAENOMEN. (Europe)—Pleasing combination of soft pink and delicate yellow. (L., ea. 30c) (M., 2 for 29c; doz. \$1.50) (S., 3 for 25c; doz. 90c) (BLTS., pkt. 30c)

PHIPPS, W. H. (Diener)—Well known as "The Wonder Glad." Really marvelous, when well grown. Not all spikes so wonderful, but many will display 14, 16, 18 and even 20 full open, unfaded blooms at once. Blooms large and beautiful. The effect is something never to be forgotten. I consider this as Diener's masterpiece, though other originations of his are most wonderful also, such as Mrs. Douglas, Dr. Bennett, Geraldine Farrar, Mrs. Dohrmann, Frederick Christ.

The color is lovely iridescent pink. Spikes almost always straight. The marvelous thing about this glad is that the first blossoms hang on, and on, without drooping until nearly all have opened. Then many blooms will remain open for days. Finally, nearly all go to pieces all at once, like the Deacon's one-hoss shay. A Phipps spike should last from a week to ten days if taken care of. Small bulbs often bloom, but with shorter spikes. Plant small for growing strong bulbs for next year; medium and large for good blooms first season. (L., ea. 25c; doz. \$2.40) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

PORTER, GENE STRATTON. (Kunderd)—Delicate pink. (M., 3 for 30c; doz. \$1.00) (S., doz. 70c) (BLTS., pkt. 30c)

PURPLE GLORY. (Kunderd)—Deep purplish-red. Well ruffled. (L., 3 for 30c; doz. \$1.00) (M., doz. 60c) (BLTS., pkt. 25c)

QUAKER MAID. (Bill)—Soft lavender-pink, nearly white. Tall, strong spike. (L., ea. 25c; doz. \$2.40) (M., 3 for 25c; doz. 80c) (S., doz. 44c) (BLTS., pkt. 25c)

QUEEN OF NIGHT. (Diener)—Deep maroon, almost black. (L., ea. 60c; doz. \$6.00) (M., ea. 30c; doz. \$3.00) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

ROSE MULBERRY. (Austin)—Mrs. Austin says: "To say this is coral-pink, flushed Ageratum-violet only approaches the description, for words cannot describe the unusual and unique beauty of the variety. Blooms are often irregularly placed, which does not detract from its beauty, as it lends itself especially well for bowl, table and various uses, where with the use of fine foliage, such as sea lavender, it has great decorative value." (L., ea. \$1.00; doz. \$10.00) (M., ea. 50c; doz. \$5.00) (S., ea. 25c; doz. \$2.50) (BLTS., pkt. 40c)

RUFFLED GOLD. (Goodrich)—Originator's description, which checks with my own experience to date: "Lovely golden-yellow, beautifully ruffled; of distinct form and different from any other yellow; long spike, strong, healthy grower, good producer of bulblets. Almost every bulblet will grow." (L., ea. \$10.00) (M., ea. \$5.00) (S., ea. \$2.50) (BLTS., ea. 50c; doz. \$5.00)

SALMON GLOW. (Hornberger)—A first early giant Prim. Orange-salmon with yellow throat. (L., ea. 25c; doz. \$2.40) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

SCARLET WONDER. (Cowee)—Immense brilliant red. (L., 3 for 29c; doz. \$1.00) (M., doz. 56c) (S., doz. 38c) (BLTS., pkt. 25c)

SCHWEPPE, MRS. LAURA. (Kunderd)—Peach blossom pink with dark throat. (L., ea. 30c; doz. \$3.00) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

SERRATA. (Bill)—Cream, suffused lilac-pink. Petals serrated or lacinated. (L., ea. 50c; doz. \$4.00) (M., ea. 25c; doz. \$2.00) (S., 2 for 25c; doz. \$1.00) (BLTS., pkt. 25c)

SHOOK, DR. NELSON. (Kunderd)—Deep tyrian-rose. Large and ruffled. (M., ea. 30c; doz. \$3.00) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

SILLS, MILTON. (Diener)—Ground color alizarine pink, heavily overlaid with rose doree and jasper red. (M., ea. 50c; doz. \$5.00) (S., ea. 30c; doz. \$3.00) (BLTS., pkt. 50c)

SISSON, MRS. P. W. (Joe Coleman)—Clear cameo-pink of heavy substance and beautiful form. Many large flowers open. Awarded first prize best new variety by Am. Glad. Society in 1924. Introduced that fall at \$100 a bulb. Bulblets run small but lots of them and seems like every one grows. Hence stocks have increased splendidly and prices now very reasonable. (L., ea. 60c; doz. \$6.00) (M., ea. 40c; doz. \$3.60) (S., ea. 25c; doz. \$2.40) (BLTS., pkt. 40c)

SONNENBERG. (Bill)—Massive spikes of creamy pink lightly flaked with lavender. The pink shades away to soft yellow in throat. Magnificent for exhibition or cut flowers. (L., ea. \$2.00; doz. \$20.00) (M., ea. \$1.00; doz. \$10.00) (S., ea. 50c; doz. \$5.00) (BLTS., pkt. 50c)

SOUVENIR. (Europe)—Yellow Prim, not much hooded. Color unusually good. Early. (L., 3 for 25c; doz. 80c) (M., doz. 80c) (S., doz. 25c) (BLTS., Pkt. 25c)

SOVEREIGN. (Vaughan)—Be careful. Don't confuse this with Souvenir. Unfortunate that the names so nearly alike. The two glads entirely different. Sovereign is a rich violet-purple, something like the old, well-known Baron Hulot. Unlike Hulot, this new glad is a very strong, healthy grower, increasing fast. Makes good bulblets, plenty of them, and they grow well. The spike is tall and flowers larger than Hulot. (L., ea. 25c; doz. \$2.40) (M., 2 for 25c; doz. \$1.00) (S., doz. 60c) (BLTS., pkt. 25c)

SWARTLEY, ELIZABETH. (Swartley)—Propagated from a sport found in a field of 1910 Rose glads. Soft salmon-pink, blending into creamy-white throat. Vigorous grower, 5 to 7 blooms open, well faced, good straight spike. Early, same season as 1910 Rose. Like 1910 Rose it is a big producer of large bulblets that grow remarkably well. Mr. Swartley predicts a great future for this in the commercial field, as it supplies a new color to the short list of good early cutting varieties. (L., ea. 50c) (M., ea. 25c) (S., 2 for 30c) (BLTS., pkt. 30c)

SYLVA, CARMEN. (Decorah)—That splendid pure white with perfect spike. Plenty open at one time. (L., 4 for 25c; doz. 70c) (M., doz. 40c) (BLTS., pkt. 25c)

TABOR, ELIZABETH. (Hinkle)—Delicate rosy-pink on white ground. Crimson blotch on lower petals. Similar to Norton, but very much earlier. (M., doz. 60c.) (BLTS., pkt. 25c)

THEDA. (Bill) Shrimp pink, yellow throat. Extra early. (L., doz. 80c) (M., doz. 40c) (BLTS. pkt. 25c)

TRIUMPH, PFITZER'S. (Europe)—One thinks of it as a red, but it's a bright salmon-orange, similar in color to Dr. Bennett. Immense blooms, even from bulblets. Greatly in demand. (L., ea. \$1.50; doz. \$15.00) (M., ea. \$1.00; doz. \$9.00) (S., ea. 50c; doz. \$5.00) (BLTS., pkt. 75c)

VEILED BRILLIANCE. (Austin)—Originator's description: "Bright pink blooms with creamy throat; tinted grayish-blue, having the appearance of being thinly veiled. Double row of well-placed flowers 5 to 6 inches in diameter, with as many as ten open at one time. 'Simply glorious,' is the verdict from many who have tried it. Increases well." (L., ea. \$1.00; doz. \$10.00). (M., ea. 50c; doz. \$5.00) (S., ea. 30c; doz. \$3.00) (BLTS., pkt. 40c)

VEILCHENBLAU. (Europe)—Very popular, much wanted, large blue. Violet-blue flowers of large size. Larger and darker than Farrar, Konynenburg or Heavenly Blue. Has proven a very strong and satisfactory grower in my fields. The biggest Holland glad growers refer to this in their catalogue as "The always-running-short gladiolus," meaning they are never able to supply the demand. (L., ea. 75c; doz. \$7.50) (M., ea. 40c; doz. \$4.00) (S., ea. 25c; doz. \$2.40) (BLTS., pkt. 40c)

VICTOR. (Bill)—Do not confuse with an Australian variety by same name. This glad originated by Gladiolus Bill himself. Very large, ruffled cream-yellow with heavy ruby central lines. Tall, vigorous and fine. Good exhibition variety. (L., ea. 50c; doz. \$4.80) (M., ea. 30c; doz. \$2.40) (S., 3 for 30c; doz. \$1.00) (BLTS., pkt. 30c)

VIRGINIA OR SCARLET PRINCEPTS. (Kunderd)—Very bright red. Spike rather short, otherwise excellent in every way. (L., 3 for 25c; doz. 70c) (M., doz. 40c) (BLTS., pkt. 25c)

VOSBURG, MRS. C. M. (Goodrich)—Very large, shining pink, white midribs, lower petals sprayed carmine on white; strong grower, long spike. Won 1st prize at Des Moines Show, 1927 and 1928. (L., ea. \$1.00; doz. \$10.00) (M., ea. 50c; doz. \$5.00) (S., ea. 25c; doz. \$2.50) (BLTS., 3 for 25c; doz. \$1.00)

WOOD, MRS. JOHN S. (Metzer)—Similar to Mrs. Douglas. Many say can't see difference, others claim some difference. My stock of the Metzer variety traces back clearly to the originator. Has not bloomed at time of writing this. Will make prices same as for Douglas. Pay your money and take your choice.

YELLOW WONDER. (Kunderd). Near buttercup-yellow. Tall, vigorous and early. One of the wonders about this new glad is the large number of bulblets it makes and how well they germinate and grow. Bulblets not so very large, but how they do grow! (L., ea. 75c; doz. \$7.20) (M., ea. 40c; doz. \$3.60) (S., ea. 25c; doz. \$2.00) (BLTS., pkt. 30c)

ZANG, TYCKO. (Austin)—Another rather new glad that increases faster than the proverbial Belgian hares. Bulblets small, but thin shelled so grow about 100% with half a chance. Tycko Zang is a very large salmon-pink with white throat. Blooms measure 5 to 6½ inches. (L., 2 for 30c; doz. \$1.50) (M., 3 for 25c; doz. 80c); (S., doz. 50c) (BLTS., pkt. 25c)

Selected to Color, Not Named

PINK GLADS. (Not named)—Selected from whatever stocks I can spare best. May be all one kind or shade, or run from light to deep pink. Extra good value always. (L., 20 for \$1.00) (M., 40 for \$1.00) (S., 80 for \$1.00) (BLTS., pkt. 25c)

Exhibition Mixed Glads *Bigger value than can be bought if each kind labeled.*
This fall's mixture will include some of the newer kinds never before used in my best mixture. (L., 14 for \$1.00; 100 for \$6.00) (M., 30 for \$1.00; 100 for \$3.00) (S., 100 for \$1.50) (BLTS., pkt. 30c)

A Few More "Scrambled" Phipps Bulbs

It was my intention to close out all of this slightly mixed lot W. H. Phipps stock last fall. But at planting time I found a few hatfuls of small bulbs and bulblets of this stock, and planted it.

Is not seriously mixed, but not true enough to go as pure stock. Not sure what per cent Phipps, but have an idea will run around 90 per cent or so true. Balance mostly Carbone and Bennett, both of which bloom earlier than Phipps, which makes the stock look a lot worse than it is when blooming begins.

Will grade these "Scrambled" Phipps bulbs into just two lots.

MEDIUM BULBS: Will run from half-inch up. Some may be nearly an inch or so. Can't tell till dug as to this, but will be worth more than the price. All these medium bulbs should bloom. 50 bulbs (smallest quantity sold) for \$2.80; 100 for \$5.50; 500 for \$25.00, prepaid.

SMALL BULBS: Most of these under half inch. 100 bulbs (smallest quantity sold) for \$2.25; 500 for \$10.00, prepaid.

Join the American Gladiolus Society

Q Write Roscoe Huff, Sec'y, Goshen, Ind., for information. Roscoe will tell you all about it.

"Cafeteria Collections"



How often you have wanted to buy certain bulb or bulblet collections, but already had some of the items in the assortment offered?

Now you can do much of the selecting yourself, and yet get the special Collection saving! See my new plan on page 17.



Delphinium Plants

If Ordered Immediately

After filling our orders for delphinium plants last spring I had one bed left. All bloomed in July. Mixed light and dark blues, as described in my 1928 spring catalogue. Want to use this ground for my latest pansy seed sowing, Sept. 25th. Good time to set out these plants, too. Order at once at special price. 8 for \$1.00, prepaid west Mississippi river. If farther east, add 20c extra towards postage.

Larger Lots of Gladiolus Bulbs and Bulblets, Wholesale Prices

(ALL PREPAID IN UNITED STATES.)

25 bulbs and blts. at the 100 rate. For 1,000 rate on bulbs, multiply the 100 rate by nine. 250 bulbs and bulblets at the 1,000 rate. Pint blts. at quart rate.

Definition of Sizes: No. 1 size measures $1\frac{1}{2}$ inch or larger. No. 2 size, $1\frac{1}{4}$ to $1\frac{1}{2}$ inch. No. 3, 1 in. to $1\frac{1}{4}$ in. No. 4, $\frac{3}{4}$ in. to 1 in. No. 5, $\frac{1}{2}$ in. to $\frac{3}{4}$ in. No. 6, $\frac{1}{4}$ in. to $\frac{1}{2}$ in.

These sizes and measurements are standard and used by growers and dealers the world over. Some growers are more liberal than others in grading to the various sizes. So a close comparison of prices and sizes may be misleading in some instances.

	No. 1 Per 100	No. 2 Per 100	No. 3 Per 100	No. 4 Per 100
Balboa.....	\$50.00	\$40.00	\$30.00	\$22.00
Beck, Rita.....			80.00	70.00
Bennett, Dr.....	16.00	12.00	8.40	6.00
Bobby.....				6.00
Break O'Day.....			8.00	6.00
Bunce, A. V.....			12.00	8.00
Carbone, J. A.....	6.00	4.80	3.60	2.80
Cardinal Prince.....			16.00	12.00
Carter, Patricia.....	120.00	100.00	80.00	60.00
Catalina.....	50.00	40.00	30.00	22.00
Christ, Frederick.....			250.00	200.00
Coleman, Cath.....				12.00
Compson, Betty.....			20.00	14.00
Copper Bronze.....				9.00
Coryphee.....			350.00	300.00
Cygnus.....			6.00	4.00
Dickens, Chas.....			16.00	10.00
Diener's Lilac.....			500.00	400.00
Diener, R.....				2.80
Dohrmann, Mrs.....				60.00
Douglas, Mrs. L.....	7.20	6.00	4.80	3.60
Farrar, Gerald.....			22.00	16.00
Ford, Henry.....	6.50	5.00	3.60	2.50
Frey, Mary.....		300.00	200.00	150.00
Giant Nymph.....	6.60	5.40	4.20	2.80
Gloriana.....		32.00	24.00	18.00
Gold Eagle.....	50.00	40.00	30.00	20.00
Golden Dream.....			50.00	40.00
Golden Frills.....	50.00		30.00	20.00
Golden Salmon.....			16.00	10.00
Goodrich, Olive.....	30.00	20.00	12.00	9.00
Hanks, Nancy.....			4.80	3.60
Harding, Pres.....				12.00
Heavenly Blue.....		560.00	400.00	350.00
Herbstzauber.....				
Highland Laddie.....	7.00	5.00	4.00	3.00
Hornberger, Mrs.....	45.00	35.00	25.00	20.00
Isolene.....				
Jewel.....	4.00	3.20	2.40	
Joerg's White.....				20.00
Joy, Betty.....	32.00	28.00	24.00	16.00
Jubilee.....				
Konynenburg.....			84.00	72.00
Kunderd, Marie.....			3.60	2.20
Kunderd, Robert.....			5.60	4.00
Lilac Wonder.....	9.00	8.00	6.60	4.00
Longfellow.....		16.00	12.00	8.00
Los Angeles.....	6.00	5.00	4.00	3.00
Madison, Miss.....	7.00	6.00	5.00	4.00
Mary Jane.....				66.00
Merced.....	50.00	40.00	30.00	22.00
Minuet.....			72.00	60.00
Mission Bells.....	50.00	40.00	28.00	20.00
McCutcheon, J. T.....				18.00

	No. 1 Per 100	No. 2 Per 100	No. 3 Per 100	No. 4 Per 100
Moody, Dr.....			\$200.00	\$150.00
Nixie.....			16.00	10.00
Oliver, J. D.....				16.00
Opalescent.....	6.00	5.00	4.00	2.40
Orange Queen.....	6.00	5.00	4.00	2.40
Orange Wonder.....	300.00	250.00	200.00	150.00
Orchid, The.....			50.00	40.00
Osalin.....				8.00
Pearl of Calif.....	100.00	90.00	80.00	70.00
Peters, Mrs. F. C.....	5.60	4.80	3.60	2.40
Pfitzer, Paul.....				
Phaenomen.....			15.00	12.00
Phipps, Mr. W. H.....	20.00	16.00	12.00	9.00
Purple Glory.....			4.40	3.20
Quaker Maid.....	12.00	10.00	7.00	5.00
Queen of Night.....				16.00
Rose Mulberry.....	50.00	40.00	30.00	20.00
Ruffled Gold.....	500.00	400.00	300.00	250.00
Salmon Glow.....	8.40	7.20	5.60	4.00
Scarlet Wonder.....	6.00	5.00	4.00	2.40
Schwepe, Mrs. L.....				6.00
Serrata.....				16.00
Shook, Dr. Nelson.....				18.00
Sisson, Mrs. P. W.....				22.00
Souvenir.....	4.00	3.20	2.40	1.80
Sovereign.....		10.00	7.00	5.00
Swartley, Eliz.....			16.00	10.00
Sylva, Carmen.....	4.00	3.20	2.40	1.80
Tabor, Eliz.....			3.00	2.00
Theda.....	4.00	3.20	2.40	2.00
Triumph, Pfitzers.....				50.00
Veiled Brilliance.....	50.00	40.00	30.00	20.00
Veilchenblau.....				20.00
Victor.....			16.00	10.00
Wood, Mrs. John S.....	7.20	6.00	4.80	3.60
Yellow Wonder.....			24.00	18.00
Zang, Tycko.....	12.00	9.00	6.00	4.00

	No. 5 Per 100	No. 6 Per 100	Blts. Per 100	Blts. Per 1000	Blts. Per Quart
Balboa.....	\$16.00	\$12.00	\$3.00	\$27.00
Beck, Rita.....	50.00	10.00	90.00	\$300.00
Bennett, Dr.....	4.00	3.00	.50	4.00	12.00
Bobby.....	4.00	2.80	.35	3.00	9.00
Bollinger, Bl.....40	3.50
Break O'Day.....	4.00	2.00	.35	3.00	9.00
Bunce, A. V.....	6.00	4.00	.70	6.00	16.00
Carbone, J. A.....	1.00	3.50
Cardinal Prince.....	9.00	6.00	1.00	9.00	25.00
Carter, Patricia.....	48.00	36.00	8.00	70.00
Catalina.....	16.00	12.00	3.00	27.00
Christ, Frederick....	160.00	120.00	40.00	350.00
Coleman, Cath.....	10.00	7.00	1.00	9.00	27.00
Compson, Betty.....	8.00	5.00	1.20	10.00	32.00
Copper Bronze.....	6.00	3.00	.50	4.00	14.00
Coryphee.....	250.00	44.00	400.00
Cygnus.....	2.80	1.60	1.60	5.00
Dickens, Chas.....	7.00	4.80	1.40	12.00	36.00
Diener's Lilac.....	300.00	60.00
Diener, R.....	2.00	1.20	.25	1.40	8.00
Dohrmann, Mrs.....	44.00	36.00	7.00	60.00	100.00
Douglas, Mrs. L.....	2.40	1.60	.25	1.50	6.60
Farrar, Gerald.....	12.00	8.00	3.00	25.00	70.00
Ford, Henry.....	1.00	4.00
Frey, Mary.....	100.00	80.00	30.00	250.00	600.00
Giant Nymph.....	1.60	1.00	.25	1.50	6.00
Gloriana.....	\$12.00	\$8.00	\$1.50	\$12.00	\$40.00

	No. 5 Per 100	No. 6 Per 100	Blts. Per 100	Blts. Per 1000	Blts. Per Quart
Gold Eagle.....	12.00	4.00	35.00	100.00
Golden Dream.....	30.00	24.00	6.00	50.00
Golden Frills.....	12.00	7.00	2.50	22.00	60.00
Golden Salmon.....	6.00	3.00	.60	5.00	15.00
Goodrich, Olive.....	6.00	4.00	2.00	18.00	40.00
Hanks, Nancy.....	2.40	1.60	.25	2.00	7.00
Harding, Pres.....	8.00	6.00	1.00	9.00	25.00
Heavenly Blue.....	250.00	44.00	380.00
Herbstzauber.....	12.00	9.00	2.00	18.00
Highland Laddie.....70	2.50
Hornberger, Mrs.....	15.00	12.00	3.00	20.00
Isolene.....	12.00	8.00	1.00	9.00
Jewel.....70	2.40
Joerg's White.....	12.00	3.50	30.00
Joy, Betty.....	10.00	1.80	16.00	44.00
Jubilee.....
Konynenburg.....	44.00	33.00	9.00	80.00	350.00
Kunderd, Marie.....	1.40	.8080	3.60
Kunderd, Robert....	3.00	1.80	.25	2.20	8.00
Lilac Wonder.....	2.40	1.60	.35	3.00	9.00
Longfellow.....	6.00	4.00	1.00	8.00	25.00
Los Angeles.....	1.60	.90	1.40	5.60
Madison, Miss.....	2.40	1.60	.25	2.00	7.00
Mary Jane.....	50.00	32.00	6.00	50.00
Merced.....	16.00	12.00	3.00	27.00
Minuet.....	44.00	8.00	70.00	250.00
Mission Bells.....	14.00	10.00	2.00	16.00
McCutcheon, J. T....	5.00	3.00	.50	4.00
Moody, Dr.....	100.00	20.00	180.00	600.00
Nixie.....	7.00	4.00	1.00	8.00	28.00
Oliver, J. D.....80	7.00
Opalescent.....	1.60	.80	.25	1.20	4.00
Orange Queen.....	1.60	.80	.25	1.60	5.00
Orange Wonder.....	100.00	80.00	25.00	200.00
Orchid, The.....	24.00	3.00	25.00	75.00
Osalin.....	6.00	5.00	.60	5.00
Pearl of Calif.....	50.00	40.00	9.00	80.00
Peters, Mrs. F. C....	1.60	.8080	4.00
Pfitzer, Paul.....	16.00	4.00	35.00
Phaenomen.....	6.00	1.25	10.00
Phipps, Mr. W. H....	6.00	3.00	.40	3.50	18.00
Purple Glory.....	2.4025	2.00	7.00
Quaker Maid.....	3.00	2.00	.30	2.50	8.00
Queen of Night.....	10.00	6.00	1.50	12.00
Rose Mulberry.....	15.00	10.00	6.00	50.00
Ruffled Gold.....	200.00	160.00	25.00	225.00
Salmon Glow.....	2.40	1.80	.30	2.50	9.00
Scarlet Wonder.....	1.60	1.00	1.00	6.00
Schwepe, Mrs. L....	4.00	3.00	.40	3.50	10.00
Serrata.....	9.00	5.00	.60	5.00	20.00
Shook, Dr. Nelson...	10.00	1.20	10.00
Sills, Milton.....	1.50	12.00
Sisson, Mrs. P. W....	12.00	8.00	2.50	20.00	100.00
Sonnenberger.....	20.00	14.00	6.00	50.00
Souvenir.....	1.20	.7070	2.00
Sovereign.....	3.60	2.40	.50	4.00	14.00
Swartley, Eliz.....	2.00	16.00
Sylva, Carmen.....	1.20	.7070	3.00
Tabor, Eliz.....	1.40	1.00	3.60
Theda.....80	2.50
Triumph, Pfizers....	32.00	8.00	70.00
Veiled Brilliance....	15.00	10.00	6.00	50.00	180.00
Veilchenblau.....	16.00	4.00	35.00	120.00
Victor.....	6.00	3.60	.50	4.00	14.00
Wood, Mrs. John S..	2.40	1.60	.25	1.50	6.60
Yellow Wonder.....	12.00	2.50	20.00	75.00
Zang, Tycko.....	3.00	2.00	.25	2.00	7.00

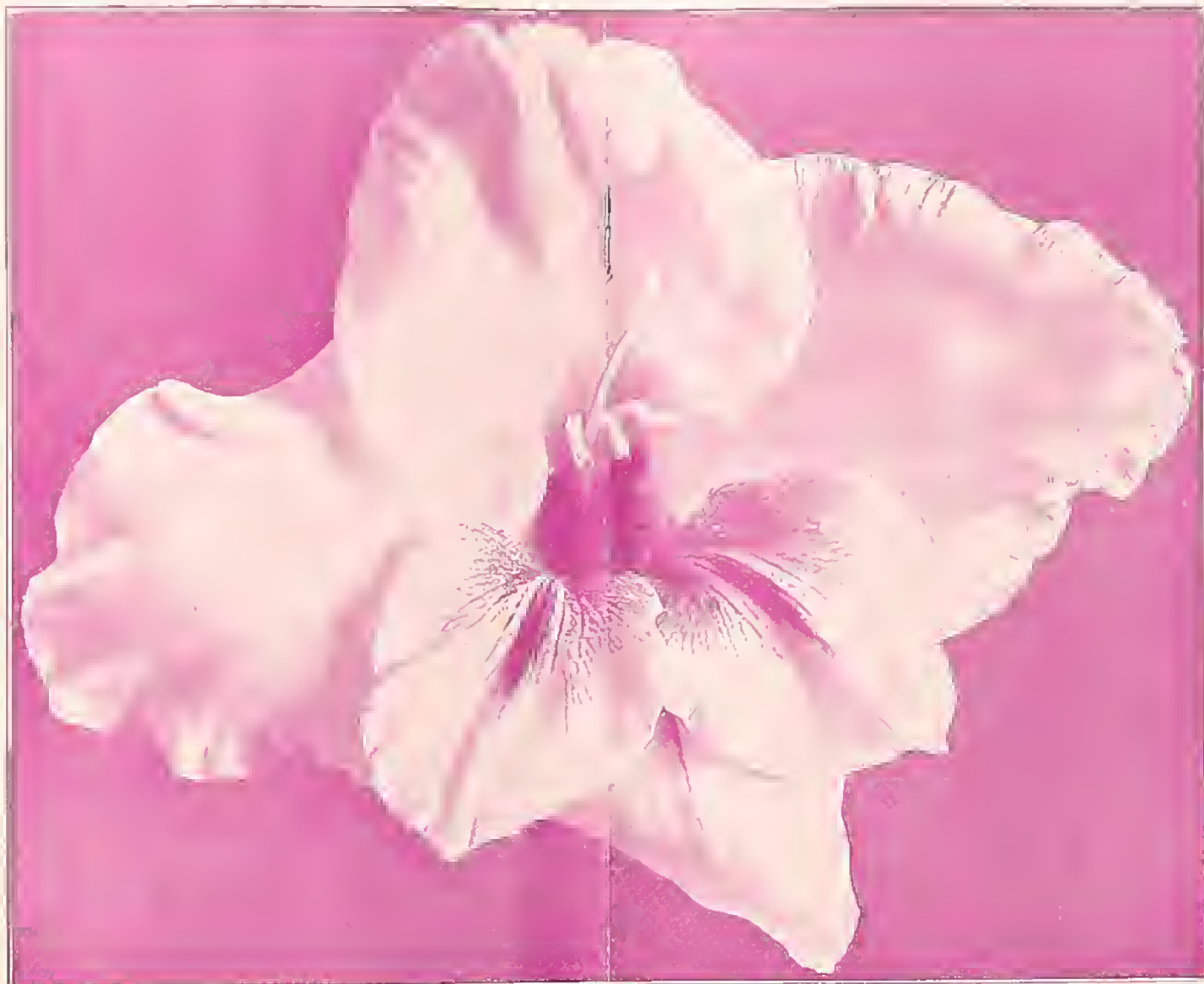
In event of shortage, retail orders take precedence over wholesale.



Gladiolus, W. H. Phipps

"The Wonder Glad." Just think of 12 to 20 large, lovely blooms open at one time!

LONG'S



New Gladiolus, "Coronado." An Outstanding Variety of Unusual Merit

The Story of Coronado.

In June, 1926, I made my first trip to California. Was called there to help judge at the State Gladiolus Show held in Chamber of Commerce Building, Los Angeles.

This new glad, Coronado, was in too big a hurry. The only sample left was a spike with just several tip blossoms. But these were large and fine, of heavy texture and beautifully waved. The unique lace-like throat marking was an additional attraction. These few tip blossoms created a real sensation. I was sold on Coronado right then and there. Had already ordered one bulb at \$10.00 for full delivery.

By this time the originators (Briggs Floral Co.) discovered that Coronado merited a place in the \$100 a bulb class. Compromised by placing a price of \$25.00 each for additional orders. They also discovered that Coronado was introduced too soon. Only a very small stock, which was quickly grabbed by a few growers and fans.

The following winter I got busy and combed the country over, offering a premium to those who had bought Coronado at \$10.00 or \$25.00. Paid \$30.00 each for some and \$50.00 for the last one I could jar loose.

I sure petted those Coronados last season. Got about 30 bulblets from each bulb. Had a regular petting party again this season. Some of those bulblets will make nice large bulbs.

My lunch in 1926 proved a good one, for in 1927 Coronado won as best spike in the California show. Just missed taking first for largest bloom. Would have done so if measured both ways. Douglas won, having widest spread one way. Just the other day I measured a Coronado bloom $6\frac{1}{2}$ inches one way and 6 the other. That's some size.

Coronado is a very large, heavily ruffled white with a superb purple throat. The purple of the throat is lace-like and forms a wonderful combination with the milky white petals. Single flowers are very large, measuring 5 to 7 inches in diameter. Texture is of the best. The grand beauty of this variety can hardly be imagined. It must be seen to be appreciated.

Large bulbs, each \$10.00; medium, \$7.50; small, \$5.00. Bulblets \$2.00 each; 6 for \$10.00.



Gladiolus—Mrs. F. C. Hornberger

Awarded the Championship Cup at Boston, Mass., Aug. 21-22, 1927. Also received first on pure white.

Won first prize at Hartford, Conn., 1926, for best spike in the show, declared by leading experts to be the world's best pure white variety. Photo was taken after the show was over and lower flowers had wilted.

Large bulbs, ea. \$1.00; medium, ea. 50c; small, ea. 25c.

LONG'S "Cafeteria" Glad Collections

All Cafeteria
Collections
priced prepaid.
In U. S. A.
Terms as on
page 4

By this new plan you make up your own Collections at special Collection prices. Orders must comply strictly with the following rules:

Rule 1. You do not get all the items listed for the price of a Collection. Instead, you select as many items as I shall offer for a given price. No more, no less.

Rule 2. Not more than one of any item in one collection. That is, at 8 items for \$5.00, you must order 8 different items, not two or more of any one item to apply on the 8. If you want 2 lots of 3 No. 3, Gold Eagle, for example, you can order two \$5.00 Collections.

Rule 3. This is not a rule, but a request. Please list your selections, writing number of item, also the size and kind. Write only one item on a line.

Item	Item
1— 3 No. 2 Betty Compson Bulbs	26— 36 No. 6 Miss Madison Bulbs
2— 8 No. 5 Betty Compson Bulbs	27— 300 Miss Madison Bulblets
3— 80 Betty Compson Bulblets	28— 3 No. 2 Nixie Bulbs
4— 7 No. 4 Copper Bronze Bulbs	29— 6 No. 3 Nixie Bulbs
5— 16 No. 6 Copper Bronze Bulbs	30— 10 No. 5 Nixie Bulbs
6— 2 No. 2 Chas. Dickens Bulbs	31— 16 No. 6 Nixie Bulbs
7— 7 No. 5 Chas. Dickens Bulbs	32— 75 Nixie Bulblets
8— 2 No. 2 G. Farrar Bulbs	33— 10 No. 2 Orange Queen Bulbs
9— 5 No. 4 G. Farrar Bulbs	34— 30 No. 5 Orange Queen Bulbs
10— 20 G. Farrar Bulblets	35— 20 No. 5 Quaker Maid Bulbs
11— 3 Mary Frey Bulblets	36— 2 No. 2 Mrs. Sisson Bulbs
12— 3 No. 3 Gold Eagle Bulbs	37— 6 No. 5 Mrs. Sisson Bulbs
13— 5 No. 5 Gold Eagle Bulbs	38— 12 No. 4 Sovereign Bulbs
14— 16 Gold Eagle Bulblets	39— 17 No. 5 Sovereign Bulbs
15— 2 No. 2 Golden Frills Bulbs	40— 25 No. 6 Sovereign Bulbs
16— 4 No. 4 Golden Frills Bulbs	41— 2 No. 2 Yellow Wonder Bulbs
17— 12 No. 6 Golden Frills Bulbs	42— 3 No. 3 Yellow Wonder Bulbs
18— 25 Golden Frills Bulblets	43— 4 No. 4 Yellow Wonder Bulbs
19— 5 No. 4 Golden Salmon Bulbs	44— 7 No. 5 Yellow Wonder Bulbs
20— 17 No. 4 Nancy Hanks Bulbs	45— 11 No. 6 Yellow Wonder Bulbs
21— 25 No. 5 Nancy Hanks Bulbs	46— 28 Yellow Wonder Bulblets
22— 36 No. 6 Nancy Hanks Bulbs	47— 18 No. 4 Tycko Zang Bulbs
23— 300 Nancy Hanks Bulblets	48— 27 No. 5 Tycko Zang Bulbs
24— 10 No. 3 Miss Madison Bulbs	49— 36 No. 6 Tycko Zang Bulbs
25— 24 No. 5 Miss Madison Bulbs	50— 400 Tycko Zang Bulblets

\$5.00 Cafeteria Collection "A"

Any 8 of the above 50 items, no two alike, for \$5.00.

\$10.00 Cafeteria Collection "AA"

Any 17 of the above 50 items, no two alike, for \$10.00.

\$15.00 Cafeteria Collection "AAA"

Any 27 of the above 50 items, no two alike, for \$15.00.

\$20.00 Cafeteria Collection "AAAA"

Any 39 of the above 50 items, no two alike, for \$20.00.

LONG'S Cafeteria Collections of Newer Glads

Item	Item
51— 1 No. 3 Frederick Christ Bulb	76— 2 No. 2 Dr. Moody Bulbs
52— 2 No. 5 Frederick Christ Bulbs	77— 4 No. 4 Dr. Moody Bulbs
53— 10 Frederick Christ Bulblets	78— 8 No. 5 Dr. Moody Bulbs
54— 1 No. 2 Coryphee Bulb	79— 25 Dr. Moody Bulblets
55— 2 No. 5 Coryphee Bulbs	80— 1 No. 1 Orange Wonder Bulb
56— 10 Coryphee Bulblets	81— 2 No. 3 Orange Wonder Bulbs
57— 1 No. 3 Diener's Lilac Bulb	82— 4 No. 5 Orange Wonder Bulbs
58— 2 No. 5 Diener's Lilac Bulbs	83— 14 Orange Wonder Bulblets
59— 8 Diener's Lilac Bulblets	84— 3 No. 2 Pearl of California Bulbs
60— 2 No. 3 Mary Frey Bulbs	85— 18 No. 4 Rose Mulberry Bulbs
61— 4 No. 4 Mary Frey Bulbs	86— 125 Rose Mulberry Bulblets
62— 6 No. 5 Mary Frey Bulbs	87— 1 No. 3 Ruffled Gold Bulb
63— 25 Mary Frey Bulblets	88— 2 No. 5 Ruffled Gold Bulbs
64— 1 No. 3 Heavenly Blue Bulb	89— 3 No. 6 Ruffled Gold Bulbs
65— 2 No. 5 Heavenly Blue Bulbs	90— 18 Ruffled Gold Bulblets
66— 10 Heavenly Blue Bulblets	91— 4 No. 2 Pfützer's Triumph Bulbs
67— 2 Jubilee Bulblets	92— 8 No. 4 Pfützer's Triumph Bulbs
68— 4 No. 2 Mrs. Konynenburg Bulbs	93— 8 No. 2 Veiled Brilliance Bulbs
69— 7 No. 3 Mrs. Konynenburg Bulbs	94— 18 No. 4 Veiled Brilliance Bulbs
70— 11 No. 5 Mrs. Konynenburg Bulbs	95— 27 No. 5 Veiled Brilliance Bulbs
71— 56 Mrs. Konynenburg Bulblets	96— 125 Veiled Brilliance Bulblets
72— 4 No. 2 Minuet Bulbs	97— 22 No. 4 Veilchenblau Bulbs
73— 7 No. 3 Minuet Bulbs	98— 33 No. 5 Veilchenblau Bulbs
74— 11 No. 5 Minuet Bulbs	99— 150 Veilchenblau Bulblets
75— 60 Minuet Bulblets	

\$25.00 Cafeteria Collection "X"

Your choice any 5 of above 49 items, no two alike, for \$25.00.

\$50.00 Cafeteria Collection "XX"

Your choice any 12 of the 49 items, no two alike, for \$50.00.

\$75.00 Cafeteria Collection "XXX"

Your choice of any 20 of the 49 items, no two alike, for \$75.00.

\$100.00 Cafeteria Collection "XXXX"

Your choice of any 30 of the 49 items, no two alike, for \$100.00.

Gladiolus Planting Stock in Bulk

After looking over my wholesale price list you would hardly hope to be able to buy the smaller size bulbs at lower prices.

But I have a little surprise for you. For the first time, I'm offering you what is known among commercial growers as "Planting Stock" in what I shall call bulk lots, for want of a better term.

"Planting Stock" includes bulbs from a quarter inch, or even less, up to three-fourths inch or so. Such stock usually grown from bulblets, as mine will be. Many bulbs in planting stock will bloom, but they are not planted primarily for blooms, but to produce nice large bulbs for planting the following season.

I've gone over my fields and find I'll have a dandy lot of nice young bulbs from bulblets, more than ever before. Because I'm adding new varieties each season I've got to hold down quantities of those I now have in good supply.

So, just for diversion and to give you extra good value, I'm going to sell 26 varieties in bulk. That is, without counting, and without cleaning the bulbs. Tops will be taken off, but we will not take time to "root" the bulbs. Nor will we size or grade them. Can't tell you what sizes you will get, as some lots will run larger, some smaller than others.

We will clean only enough to fill orders for certain sizes, as listed elsewhere. That is, at first we will go only so far. Later on, during the winter, we will finish cleaning what we do not sell, cleaned or in bulk, this fall.

Therefore, if you feel like taking a "Long" chance, then place your order for these bulk lots before December 1st, the sooner the better, of course, as no telling how long some lots will last. Orders for cleaned, graded bulbs come first.

When digging, we always screen out whatever bulblets come loose easily. There will be some bulblets left. You will get them along with the planting stock, but at no cost. May not be a great many bulblets, but some all right.

Now this offer is based on quantity sales. It is made more especially for commercial growers, but anyone who can use the quantity will not be barred. If you can't use \$10.00 worth yourself, then perhaps you can get a friend to go in with you.

These 26 varieties offered in bulk will be sold in even \$10.00 lots. No smaller lot sold, as this is a wholesale proposition, contemplating volume of sale in return for the low price. Buy as many \$10.00 lots as you want, alike or different, but always \$10.00 of a variety.

It's my job to estimate the amount of stock for each \$10.00 lot and see that you get it. My proposition is that you are to receive more than if you bought in the graded sizes. You can clean and grade them and check up on me. Guess you know me well enough to understand that I'll stand back of this offer. As I've said, the bulblets, whatever there may be, don't figure into the cost. Only bulbs are to be considered by you. I have an idea you will get quite a kick out of cleaning, grading, and counting the various lots. However, it won't hurt my feelings if you don't buy this way.

If you prefer, order in the usual manner, either from the small lot list or the wholesale. I'll see that you get more than I offer in those lists, whenever possible. Dealers and large growers should use business stationery when ordering. While my "holesail" prices are plenty low enough, yet I like to give my fellow growers, "fierce competitors," and dealers who buy and sell again, a little extra run for your money, so will be even more liberal with you folks if stocks permit. In return, I would, expect a good size order whenever possible.

Well, now to get back to this "Planting-Stock-In-Bulk" proposition: All there is to it is for you to order in even \$10.00 lots, any of the following 26 varieties. Please write both the Item letter—"A," "B," "C," etc., and name of variety. Then we can tell at a glance just what you want. Here are the 26 varieties that go "as is"—not cleaned, not counted, no certain sizes promised.

Item	Item
"A." Break 'ODay	"N." Nixie (Diener)
"B." Bunce, Allen V.	"O." Opalescent
"C." Compson, Betty	"P." Orange Queen
"D." Copper Bronze	"Q." Peters, Mrs. F. C.
"E." Giant Nymph	"R." Phipps, Mr. W. H.
"F." Gold Eagle	"S." Quaker Maid
"G." Golden Frills	"T." Queen of Night
"H." Golden Salmon	"U." Salmon Glow
"I." Hanks, Nancy	"V." Scarlet Wonder
"J." Kunderd, Marie	"W." Sovereign
"K." Lilac Wonder	"X." Victor (Bill)
"L." Los Angeles	"Y." Yellow Wonder
"M." Miss Madison	"Z." Zang, Tycko

Also a few \$25.00 Lots in Bulk

I may take the trouble to count these lots, as they are too valuable to be very reckless with. Not going to give such a whaling lot more than priced at wholesale, but to add interest and enthusiasm I'll give you the best of the bargain on the following eight \$25.00 lots. As you know these newer sorts are almost like money in the bank, so don't expect a brown derbyful of Heavenly Blue, Veilchenblau, etc., for \$25.00. But there will be enough to be seen with the naked eye, anyhow. As I often say, "Leave it to me—JD."

Each of the following varieties sold in bulk, as described in connection with the \$10.00 lots, but these go at \$25.00 per lot. No smaller amount sold in bulk.

Item	Item
"AA." Carter, Patricia	"EE." Mary Jane
"BB." Frey, Mary	"FF." Veilchenblau
"CC." Heavenly Blue	"GG." Moody, Dr.
"DD." Konynenburg, Mrs. V.	"HH." Sisson, Mrs. P. W.

Note. Was looking over my planting of Mary Frey the other day. Has done exceptionally well. Am going to be especially liberal when filling all orders, bulk, or otherwise, of this. No other early lavender competes with it.

"J. D. Sez, Sez 'E"

Yes, this catalogue is a little late. We usually blame the printer. I have another alibi. Getting so many early inquiries, also some nice orders, from former satisfied customers that can't find time enough to complete copy for this catalogue soon as planned.

To get the biggest kick out of Glad growing you need named varieties. You get to know each kind as you know your friends, by name and by associating certain traits and characteristics with each.

Whether for pleasure or profit, it pays to keep adding some of the newer varieties of Glads to your collection. Something a little different in Glads is appreciated just as something newer, different and better is desired in autos and many other things.

Hope your eyesight is real good. I told my printer he must get all that "Cafeteria Collection" information on just one page. He did it all right, but had to use very condensed type. Makes me kinda dizzy to look at it. But you will find whaling big values in this mighty small type.

Once I almost pulled a boner by not knowing the latest rules concerning release of imported Glads. Rule is that **bulbs** must be grown **two** seasons. No bulbs or bulblets to leave importer's hands until stocks released. **Bulblets** must be grown **three** seasons, same conditions. This may save you a lot of grief to know the present rules.

Easy way to clean Glad bulblets is to water-clean, floating off the bulblets from pail or tub by agitating the contents. Then, when dry, pour them from one bucket to another in front of an electric fan. Some use certain make of vacuum cleaner instead of fan. Fanning before floating also, is good.

Don't let Glad tops die down or turn very brown before digging. Tends to ill-looking bulbs and disease.

Speaking of Glad diseases, a bulb may look ever so tough but be O. K. Semesan or some such treatment of all planting stocks by those who grow to sell reduces disease to the minimum. Hardly necessary for the small home grower to treat bought stocks if come from careful growers.

I'd sure hate to do business if I had to go out and rustle most of my customers new each season. It's the repeat orders from pleased customers that makes business pleasant and profitable. Plenty new customers, too, and these in time become regular patrons, friends and boosters. Few weeks ago I received an order for a bushel of Dr. Bennett bulblets from a grower who bought a peck of same variety last season. Not all increase their orders so much, but it illustrates the point.

That Glad, Nancy Hanks, was named for Lincoln's mother, not a race horse. Some Glad, that Nancy.

Have you friends who are growing Glads and might wish a copy of this catalogue? When ordering send me names and full addresses of just a few good prospective buyers and I'll slip in something extra with your order.

Yes, I'll sure try to write up my two Glad trips of last summer and send you a copy with acknowledgment of your order.

Who's who—and what about it!

TO YOU who receive my catalogue for the first time I'll explain, briefly, that my vocation or main business is managing the J. D. Long Seed Company's mail order business.



"That's me—J. D."

But my avocation or hobby is growing and selling fine Glads, mostly the newer sorts.

My gardens are just outside the city limits here at Boulder on the main highway to Rocky Mountain National Park, 40 miles northwest.

Elsewhere in this catalogue you will find mention of advantages I enjoy for growing superior Glad stocks. Perhaps I did not stress enough the matter of sunshine. Loyal Boulder boosters claim something like 367 days of sunshine a year. I do not have the figures, but it's "about" that.

Just note a few facts and you will appreciate the value of so much sunshine.

What is a bulb? We might say a bulb is a germ, together with stored-up food. Obviously, the amount of food that is stored in connection with the germ will determine the amount and rate of growth. A well-fed germ will produce a stronger and more vigorous plant which is, incidentally, more resistant to disease.

The food supply is stored up in the form of **starch**. Starch is a product of **sunshine**. The amount of starch that is deposited in the bulb is proportionate to the amount of sunshine. A plant grown in shade is deficient in starch. Less sunshine, less starch. More sunshine, more starch and strong bulb.

Well, folks, I increased the size of this catalogue—added 8 pages besides the 4-page insert—thinking I'd have room to talk for a number of pages about a little of most anything, and a lot about Glads and my travels to and fro to visit Glad shows and Glad growers this past summer.

But now just see what I've done—talked so much about what I have to sell you, why and wherefore, that I have less than two pages left, the printer tells me, for "jest visitin'".

As announced in my spring catalogue, I was booked to help judge, for the third time, at the annual California Glad Show, in Los Angeles, last June. If you know the California spirit, you have already guessed that the Glad growers put on a show even better than the marvelous display in 1927. I doubted if they could beat their own record, but they did.

After the show I went up and down—or down and up—the Pacific Coast states from old Mexico to Seattle, visiting about all the large Glad growers and many smaller ones. As before, the latchstring was lost and the door wide open wherever I stopped.

Then if you turn to page 48 in my spring catalogue you will find where I said that I'd meet the National Glad Show part way if the powers that be would hold the show farther west. Had been held way back east for years. Sure enough, they decided on Toledo, Ohio. Well, the only manly thing for me to do was to make good and go to that show also. Supervisor of judges, Mr. Geo. W. Hunter of Dowagiac, Mich., sent out an SOS, asking me to come and help judge, at the big show. That clinched the matter, so off I went to the Toledo show of August 16th and 17th. Believe me, it was some show! Held in mammoth armory and all space filled.

I'm only wasting space here to tell you that I had a grand and glorious, as well as profitable time on this trip. You know that.

But there's one thing that stumped me. Doubtless you have read Arthur Chapman's poem, "Out Where the West Begins," suggesting the hospitality and cordiality of folks "Out West." Now I'm, wondering just what is Out West and where the West really does begin. Certainly farther east yet than Toledo, for all along my line of march I found the finest, friendliest folks one could hope to meet anywhere on earth. My guess is that the West begins somewhere in the Atlantic Ocean, if anywhere. The only thing that I might hold against these folks is that they elected me member of the board of governors of the American Gladiolus Society.

Gee, whiz! I hoped to tell a lot more about both these shows and my experiences on these trips in this catalogue. But if it is ever told it will have to be in a special edition. Tell you what I'll try to do. Not promising for sure, for am so busy I may not get to do this. But will try to write up these trips and send a copy of the account when acknowledging your order. Will try to work in a little more helpful "Glad Gossip," also, if have time.

Cordially,
J. D. Long.

LONG'S "Paper White" Narcissus



Blooms Splendidly in Water

For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. Good strong American-grown bulbs. Each 10c; 3 for 25c; doz. 90c; 25 for \$1.70; 100 for \$6.50; prepaid in U. S.

Freeseias, Oxalis and Crocus

FREESIAS for pot culture. Very beautiful, graceful and delightfully fragrant. Improved Purity strain. (White.) Extra fine large bulbs. Doz. 50c; 25 for 95c, prepaid.

Culture: Freeseias do best if potted in September, left outdoors until danger from frosts, then taken into the house. Place the pots in or near window. Will bloom from January on. (Later planting also O. K.)

OXALIS for indoors. For pots, also hanging baskets. Yellow only (Buttercup), the most satisfactory. Doz. 50c; 25 for 90c, prepaid.

CROCUS. Colors, yellow, white, purple. Any color. Doz. 40c; 100 for \$3.00. Mixed: Doz. 30c; 100 for \$2.25, prepaid.



Freeseias

LONG'S Better Bearded Irises



"Iris, The Outdoor Orchid." *That's a good name for this inexpensive, easily grown, pleasing flower. It applies especially to some of the newer, finer sorts, that are so much more charming than the old well known "flags," that it seems we should coin a new name for them.*

Plant Iris In the Fall

That's the best time, though may be set out in the early spring. But fall is best. That's when I plant mine. That's when all large growers plant.

The earlier you plant your iris in the fall the better root growth for next spring. But don't worry if you can't plant real early. My largest and best field of iris was planted in November.

New Thrills From New Irises

By all means, get a start with some of the newer and improved varieties of iris this fall. Many of the old sorts might well be dug up and discarded to make room for these finer varieties. You will be delighted with such as Lent Williamson, Oriflamme, Ambassadeur, White Knight, Asia, the true Black Prince, Iris King, Dream, La Neige, Anna Farr. The two varieties, Kochi and Mrs. Newbronner, are among the older and cheaper kinds, but are of such splendid rich colors as to be worthy a place in any garden. Bruno is one of the best as an investment by those who propagate the newer kinds for selling later on. It is not worth the present price simply for garden display or cutting.

Iris for Decoration Day

In most localities, and most seasons, the iris can be depended on for cutting May 30th.

Plant iris in groups of 3 or more of a kind for quick results and pleasing effect.

Splendid Varieties of Iris

Healthy stock, grown in sunny Colorado, the ideal iris climate. Standard divisions, all guaranteed true to name.

All iris priced prepaid anywhere in U. S. (Canada customers please write for prepaid prices.)

Ambassadeur. A remarkable French variety that will eventually be in the collection of every iris lover. Standards bronzy-violet. Falls rich velvety red-violet. Each \$1.00.

Anna Farr. Standards white, lightly bordered pale blue. Falls white with pale blue markings. Large and beautiful. Each 50c.

Asia. Very tall, robust plant. Standards pale lavender, suffused yellow at base. Falls light violet-purple with bright yellow beard. Each \$2.00; 3 for \$5.00.

Aurea. Both standards and falls clear chrome-yellow. Two for 25c.

Black Prince. The true Perry origination. (Not Kochi, often listed as Black Prince.) Standards intense violet-blue. Falls black-purple, suggesting that rich velvety texture of the famous Dominion iris. Each 50c.

Brandywine. Both standards and falls light hyssop-violet, with red-orange beard. Each \$1.00; 3 for \$2.25.

Bruno. One of the finest of all the Dominion seedlings. Standards bronze, tinted lavender. Falls rich red-purple. Large and velvety. Large divisions, each \$10.00; 3 for \$25.00. Smaller, but good divisions, each \$6.00; 3 for \$16.00.

Dream. Standards and falls both lilac to Chinese violet. Classed as pink, and one of the finest in this color class. A sure enough lovely dream. Each 50c.

Kochi. (Often called Black Prince.) Both standards and falls rich velvety-purple. Early. Two for 25c.

Isolene. Standards lovely rose-pink. Falls purplish-old rose with golden throat. Very large and fine. Each 25c.

Iris King, or "King of Iris." Standards golden yellow. Falls rich velvety maroon, bordered yellow. Superb. Each 25c.

Lady Foster. Standards pale blue. Falls light blue-violet. Difficult to grow in some sections. Each \$1.00.

La Neige. Pure glistening, waxy white. The standards are carried horizontally, and resemble those of the Spanish and English iris. Exquisite French variety. Each 25c.

Lent A. Williamson. Very large flower on tall, strong stem. Standards lavender-violet. Falls velvety violet-purple. The whole flower is suffused yellow, more heavily towards the center. A massive iris, vigorous in growth, and a beauty. Each 50c.

Lord of June. Standards lavender-blue. Falls rich violet-blue. Fine fragrance. Very large. Each \$1.00; 3 for \$2.50.

Madame Chobaut. Cream-yellow dotted brown. Each 30c; 3 for 70c.

Magnifica. Standards light violet-blue. Falls dark reddish-violet with brown stripes at base. An enormous, magnificent flower. Unfortunately this fine variety is not a dependable grower in all localities. Each \$1.00; 3 for \$2.00.

Moa. Standards violet. Falls violet-purple. A Dominion seedling popular in England. Bruno is considered better by American iris fans. Has proven more robust in my gardens. Each \$5.00.

Mother of Pearl. Both standards and falls iridescent shades of mother of pearl. Good large flowers on tall stems. Each 50c.

Mrs. Newbronner. Rich golden daffodil-yellow. Two for 25c.

Opera. Medium size iris of most striking color. Standards violet-rose. Falls purple-violet. Each \$1.00; 3 for \$2.00.

Oriflamme. An enormous flowered French iris of most pleasing color combination. Standards dark lavender. Falls hortense-violet. Edges of the sweetly-scented blossoms are daintily waved or crimped like a Spencer sweet pea. Each 25c.

Pallida Dalmatica. Very tall strong growing plant of lavender-blue. Each 25c.

Souv. de Madame Gaudichau. Standards violet-blue. Falls velvety black-purple. Each \$1.00; 3 for \$2.20.

Stamboul. The cupped standards are of light wisteria-violet. Falls, reflexed, Bradley's violet. Each 35c; 3 for 75c.

Sweet Lavender. Standards French-gray lavender. Falls dark purple. Each 50c.

White Knight. Strong growing plant with pure white blossoms. Each 25c.

A New Iris "Made in Colorado"



Odaroloc (Anagram of Colorado. Spell it backwards). Originated by my good Colorado friend, D. M. Andrews, a hybridizer of national fame.

Odaroloc is a very rugged, sturdy iris making a well balanced clump with stems about 4 feet high. 8 or 9 magnificent blooms are carried high and well spaced for best display. Color, pure light mauve, of even tone, with a slight suffusion of pink; beard, orange. A prolific bloomer, continuing in bloom for a long period. Each \$3.50; 3 for \$10.00.

More Irises "Made in Colorado"

Keep your iris eye on Colorado. Take it from me; some of the most outstanding, pleasing and profitable new creations will come from the "Centennial" state. Several iris breeders here in sunny Colorado, ideal home of the bearded iris, have some surprises in the making.

Just today (August 4) comes to my desk the National Iris Society's new bulletin giving the latest symposium on iris. A new Colorado iris, "**Candlelight**," originated by Andrews, received **highest rating, 96.** Price of Candlelight, \$10.00 each. I can spare just a few. Briefly, **Candlelight** has large flowers of pale pinkish lavender strongly illuminated from within with a rich golden glow. The name is realistically descriptive.

Lent Williamson Special. *I have one lot Lent A. Williamson Iris that showed just a slight mixture, which I failed to get trued up last spring. Probably not over 8% off, but I can't offer it as true stock. Special price: 6 (smallest quantity packed) for \$1.00; 15 for \$2.00; 25 for \$3.00; prepaid.*

Some Lost Label Iris Free. *Not the cheap kinds, but worth 25 cents or more each. If you ask for them with an Iris order of \$2.00 or more we will slip some of these roots in your package, no charge, the number according to size of the order.*

Iris at Wholesale Prices Prepaid

Prepaid Anywhere In United States (Canada Customers Write for Prices)

For dealers, large growers, clubs, or anyone who can use 10 or more iris roots of a variety.

This is your opportunity to plant iris liberally in masses, or borders—along the drive to the garage, for instance. A big bed, or row, all one variety makes a great display.

25 or more at 100 rate. 250 or more at 1,000 rate.

	Per 3	Per 10	Per 100	Per 1,000
Anna Farr.....	\$1.10	\$3.30	\$28.00	\$240.00
Aurea.....	.30	.75	5.00
Black Prince (Perry).....	1.00	3.20	30.00	260.00
Dream.....	1.00	3.00	25.00	200.00
Kochi.....	.30	.70	4.00	30.00
Isolene.....	.50	1.20	8.00	66.00
Iris King.....	.50	1.00	6.00	50.00
La Neige.....	.50	1.20	8.00	70.00
Lent A. Williamson.....	1.00	3.00	25.00	200.00
Mother of Pearl.....	1.00	3.20	30.00	260.00
Mrs. Newbronner.....	.30	.70	3.90	28.00
Oriflamme.....	.55	1.30	8.40	72.00
Pallida Dalmatica.....	.50	1.25	10.00	90.00
Sweet Lavender.....	1.00	3.20	30.00	260.00
White Knight.....	.50	1.10	7.00	60.00
Lent Williamson (Slightly mixed).....	12.00	100.00
Mixed Iris (Not labeled).....	1.00	6.60	55.00

(Dealers and growers who can use large lots and prefer to buy f. o. b. Boulder, please write for iris prices not prepaid.)

Suggestions for Growing Iris

Plant any time in fall or very early in spring. Fall by far the best, account the iris starts growth so early in spring. As a matter of fact, iris can be moved any time ground not frozen, with comparative safety—even when in bloom.

Always cut tops back to within several inches of the root when dividing and moving, unless entire clump taken up with plenty of dirt with it. **Iris can't stand wet feet.** If soil not well drained, set the iris roots in raised beds or rows, so water will drain off readily. Plant the roots very shallow, barely covering the thick fleshy portion. Press the root or rhizome firmly with foot after planting. "Step on it," and step hard.

Water until root growth is well begun. Little attention needed after that. Don't worry if the long thin roots dry up in shipping. What we often call an iris root is, strictly speaking, a rhizome. This is the large fleshy portion of the plant at base of leaves. The rhizome has fine thread-like roots which run a foot or so through the soil gathering food and moisture for the plant. If these small roots are broken or cut off, or dry up in shipping, new ones will at once be sent out from the rhizome when transplanted and watered. Set roots a foot or more apart. Each small division will make a clump in a few years. Divide clumps and re-set when get quite large or refuse to bloom well. Working a handful of ordinary unslacked lime into soil for each hill is a fine idea.

A light coarse mulch over fall planted iris roots, the first winter, is advisable. Any trash from garden will do. Or, hill up around each root with soil. Be sure to remove early in spring. Keep manure away from iris roots. Don't over-water them. Remove and burn dead tops **very early** in spring. Or, burn with quick fire right on the row or bed. A torch for this is easily made by tying an old gunnysack or rags to a stick, then soaking the cloth part with kerosene.

To ship iris roots safely, pack them dry. They don't need moisture; may be ruined by it. If dug when soil is very damp, dry the roots a day or two before packing. I turn an electric fan on them several hours if seem too damp. Just a few roots may be wrapped in dry paper. Larger lots should be packed in dry excelsior. Some growers let the iris roots lie exposed to air for days before resetting, even when dug and replanted in their own gardens. Seems queer, but the iris seems to live and thrive largely on air and sunshine. That's why roots should never be planted deep nor soil hilled up over the crowns or clumps as they increase in size in garden.

Join the American Iris Society. You will receive many helpful leaflets and bulletins. Drop me a line for further information and application blanks.

LONG'S Delightful Double Peonies



Except where noted, prices are for good divisions, with not less than 2 eyes. Many will have 3 or 5 eyes. Some varieties make more eyes than others, and some divide up different from others. It is quite possible for a root with but one eye to be better than one with 3 to 5 eyes. So the number of eyes does not mean a whole lot. If you insist upon or specify more than 2 eyes, I can supply on that basis, same price, but I do not advise selecting for quality on such requirements.

The roots we send you will be just fine for planting and getting started off right.

All peony roots priced prepaid in U. S. (Canada customers please write for prepaid prices.)

Discount for Quantities. *As you will note, my Peony prices are remarkably low for good stock. Instead of offering a discount for larger lots I'll just add extra stock to all orders for 10 or more roots, alike or assorted. The larger the order the more extras I'll send. If, however, you have a big list, or want a quantity of any variety, send me your list for special delivered price.*

Avalanche. Very large ivory white. Each 90c.

Asa Gray. Semi-rose type. Outer petals salmon-flesh; center delicate lilac, sprinkled with minute dots of deeper lilac. Each 90c.

Baroness Schroder. Considered by many the most beautiful peony grown. Delicate flesh changing to white; vigorous grower and free bloomer; immense flowers of great substance, with high chalice-shaped center, lasting a long time when cut. Each \$1.00.

Claire Dubois. Rich, clear satiny pink with glossy reflex. Each 90c.

Dutchess de Nemours. Large pure white, with sulphur-white collar. Each 50c.

Edulis Superba. Earliest pink. Each 50c.

Elwood Pleas. Light rose or shell pink, shading to a delicate lilac-white; delightfully fragrant. Mrs. Pleas says this is the finest of all her originations. "I claim," she says, "this is my Peony King. It has the advantage of travel and notoriety; of having sold for a higher price than any other known peony. It never fails to open six to nine huge flowers on each stem, remaining in bloom a long time." Each \$2.00.

Festiva Maxima. Large white, with carmine markings. Each 50c.

Frances Willard. Blush-white with an occasional touch of carmine, changing to pure white. Very large and fine. Each \$1.90.

Grover Cleveland. Brilliant bright crimson; large compact flower of fine form. Each 90c.

Jubilee. Gigantic ivory-white. Each \$2.00.

Karl Rosenfield. Rich velvety crimson. Very large, globular, compact, semi-rose type. Free bloomer and good keeper when cut. A most popular brilliant red peony. Each 70c. (Can supply good year-old roots of Karl Rosenfield for \$1.60 each.)

Kelway's Glorious. Large full double rose type of pure white. Each \$9.00.

Le Cygne (The Swan). Perfect rose type of purest white. Stock limited. Each \$8.00.

Longfellow. Bright crimson, with a cherry tint. A circle of golden stamens surrounds the central mass of petals, while the outer ones are slightly reflexed. Each \$2.40.

Mme. Geissler. Very large glossy pink blooms of rose type on strong stems. Each 90c.

Marie Crousse. Soft salmon-pink, shaded a glossy satiny-lilac. Sold out.

Martha Bullock. Very large, cupped, rose type. Silvery shell-pink, shading to deep rose-pink in center. The plant is tall, strong and vigorous. The stout stems hold the immense blossoms well above the foliage. Excellent for landscape purposes, fine for cutting; has a strong and agreeable fragrance. Each \$6.00.

Mary Woodbury Shaylor. Large flowers of semi-rose type with broad, incurved guards of soft shell pink. The center is flesh, shading to creamy yellow at the heart, with golden lights at base of petals reflected from concealed stamens. Midseason. Each \$6.00.

Mons. Martin Cahuzac. Deep maroon. The darkest of all peonies. Each \$2.25.

Monsieur Jules Elie. Very large and full; finest glossy flesh-pink, deepening at the base of the petals, reflex silvery-pink, broad overlapping petals; strong, vigorous grower and free bloomer. One of the finest and most perfectly formed pink peonies in existence. Each 90c.

Mrs. Edward Harding. Large blooms of clearest white, suffused with a delicate golden reflection from the concealed petals. Plant is of ideal habit, strong, upright, vigorous and with good stems. Each \$12.50.

Octavie Demay. Exceedingly delicate shell-pink, with collar of lighter petals; strong stems; free bloomer; early. One of the most dainty and beautiful sorts. Each 90c.

Officinalis Rubra. The ever popular old-time extra early red "piney" that in our locality, and many others, is almost always in bloom for Decoration Day. Each 80c.

Sarah Bernhardt. Apple-blossom pink, with each petal silver tipped. Each \$1.60.

Solange. Very unusual type and color. The flower is cup shaped; outer petals delicate lilac waxy white, deepening towards the center with salmon to Havana brown shading. A delightfully different peony that no other variety can supplant in any high-class collection. Each \$2.70.

Therese. Bright pink of even color; very large, magnificent, fragrant blossoms on stout, erect stems. Considered by many peony experts the finest pink peony in cultivation. Each \$2.60.

Walter Faxon. Pure light salmon-pink, deepening towards the center, an unusual shade; the nearest approach to coral pink among peonies. Each \$3.00.

LONG'S "Lost Label" Peonies

Here's where you get your money's worth, and then some. I have quite a lot of good double peonies from which the variety names have been lost, or were made illegible by the elements, before I took this matter of labeling so seriously as I do now. With my present system for labeling and mapping my plantings I should have very few, if any, more troubles of this sort.

When I left for the Pacific Coast last June the peonies were in bud, almost ready to bloom. I told my gardeners to stake every plant and label with tag giving the **color of blooms**. This was thoroughly done. Did not try to sort out according to names of varieties.

The lot now offered as white will run white and cream varieties, some with slight markings or flecking.

The pink lot will vary all the way from light blush to deep pink, the different shades not separated. All go as pink. You'll know the shades when they bloom.

The reds are "red or near red." This lot does not run so good as the whites and the pinks, but worth the price anyhow. If you want something real good in red, then order *Officinalis Rubra* (at 80c) for extra early, or *Karl Rosenfeld* (at 70c, a very low price), for medium season in red.

Special Prices for "Lost Label" Peonies.

Three divisions (smallest quantity packed) for \$1.00; 7 for \$2.00; 11 for \$3.00; any above colors; prepaid in U. S. only.

Peony Pointers—Plant Them In the Fall

Once established, the peony lives and thrives for years with little attention. Does better if well watered and cultivated, of course. Even after the blooms have gone, the plant keeps green, making a pleasing effect all summer long.

After the first winter peonies need no protection or coddling. No winter can be cold enough to kill or harm a peony plant after it gets a firm foothold.

Few of us see our peonies at their best, because we allow them to come into full bloom in the garden. For best results, cut the peonies (leaving some leaves on the plant) just when the first outer petals open. Some varieties can be cut sooner than others, to open up best. A little experimenting will determine when to cut each kind. Then take them inside and let the blooms open in vase of water, in shade, out of drafts.

Experienced growers recommend cutting as above, but laying them in cool dry cellar with no water, if one wishes to keep for later use. Even when thus wilted and apparently ruined, the blooms will unfold in 24 hours if you cut off a little from bottom of stem and place them in water in a cool place. Sounds too good to be true, doesn't it.

By all means, plant your peonies in the fall, if possible. Very early spring plantings next best, but many of the better varieties can not be obtained in spring, because we growers sell and plant these newer kinds in fall only.

September and October are the best months for planting peonies, but any time before ground freezes for the winter is O. K.

Peonies usually bloom first season, but size and beauty of blossoms improves from year to year. A small division from a 2 to 4-year-old plant is often better than a larger one from an older plant.

Don't use manure near peony roots or on top of the plants. It may be dug into the soil away from the plant a little, but not in contact. Once planted right, peonies will get along with little attention. Plant in soil very deeply dug and pulverized. Set so the buds or eyes are **not deeper** than 2 inches below level of the ground. Too deep planting is often cause of not blooming. Keep plants watered and cared for during summer after blooming, for otherwise they may not bloom the next spring. Good idea to protect the roots first winter with mound of earth or any trash from garden, or both. **Remove this very early in spring.**

No matter how large and long the peony roots are when received, cut them back to 4 to 6 inches from the buds. This induces new growth quickly and makes a better plant than if a larger, longer root is planted. Many growers prune the roots back to suitable size before shipping.

Soon as peonies have quit blooming, cut off all dried blooms. This leaves a nice ornamental bush, green and attractive all summer. Cut tops to the ground and burn them after hard frost in fall.

Join the American Peony Society

LONG'S Fragrant Hyacinths

(All Hyacinth Bulbs prepaid in U. S.)



Hyacinths for Pots

Good size bulbs that do especially well in pots, but are of course splendid for outdoors also. Six choicest named varieties, embracing all the most desirable colors.

1. **L'Innocence.** Best pure white.
2. **Gigantea.** Large blush-pink; fine.
3. **Gertrude.** Splendid rose-pink.
4. **La Victoria.** Best red hyacinth.
5. **Queen of Blues.** Light blue or lavender.
6. **King of Blues.** Rich, deep blue or purple.

Price for any of the above, assorted or alike, each kind labeled: Each 20c; doz. \$2.25. These are the good-sized ones, for potting or bedding.

Bedding Hyacinths

The same fine named varieties as described above, but smaller size, though plenty large for potting also, and just fine for outdoors. Produce fine spikes, but not so large as the potting bulbs. 11. White; 12. Light Pink; 13. Rose-Pink; 14. Red; 15. Light Blue; 16. Purple. Prices: Each 15c; doz. \$1.50.

Mixed Hyacinths

Nice bedding-size bulbs, in mixed colors. 2 for 25c; doz. \$1.30; 25 for \$2.40.

Rocky Mountain Columbine

The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue; petals white. Thrives in any state. Strong roots. Sure to bloom nicely for you next spring. Each 40c; 3 for \$1.00; 10 for \$3.00; prepaid.

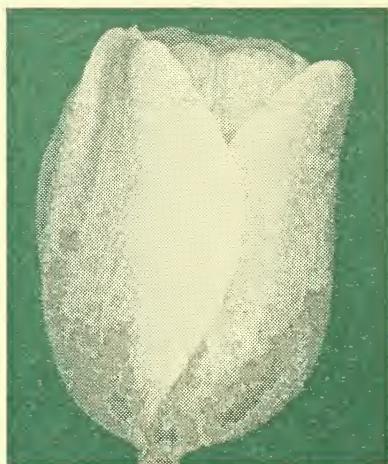
Best of All *Long's* Giant Tulips

All Tulip Bulbs Prepaid in U. S.

As my customers understand, I discontinued the small, early varieties of tulips some years ago. This because the Giant Darwin, Cottage, and Breeder varieties are so much larger and finer. Also, because in many sections the early tulips are too early — are often nipped by Jack Frost.

For real tulip value and joy, invest in these that come just a little later, but are much larger and far better for cutting.

Note the additions I've made to my Darwin varieties this fall. Every variety a winner, making this list the cream of the Darwins.



Long's Giant Darwin Tulips

Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting. (Culture directions sent with each order.)

Six bulbs at dozen rate. 50 at 100 rate. All are large, strong, healthy bulbs.

	Per Doz.	Per 100
67. Baronne De La Tonnaye. One of the tallest and largest Darwins. Bright rose, margined blush-rose.....	\$.45	\$3.20
68. Bartigon. Fire-red, with white base. Strong stem. Forces well.....	.50	3.50
69. Clara Butt. Bright salmon-pink.....	.40	3.00
70. Dream. Lilac-rose. Very large.....	.65	4.40
71. F. Sanders. Immense bright scarlet....	.50	3.50
72. Madame Krelage. Bright rose with lighter border.....	.50	3.50
73. Painted-Lady. Creamy-white, tinted rose-lilac.....	.55	3.80
74. Pride of Haarlem. Bright carmine-rose.....	.50	3.50
75. Rev. Eubank. Heliotrope-lilac, light edged.....	.60	4.20
76. The Sultan. Rich maroon-black.....	.50	3.50
77. White Queen. Creamy-white, tinged blush-pink.....	.55	3.80
78. Wm. Copeland. Bright lavender.....	.60	4.20
79. Wm. Pitt. Rich crimson-scarlet.....	.60	4.20
80. Long's Special Mixture. Extra fine mixture of Darwins. A few Cottage kinds included to increase variety of colors.....	.45	3.20

Long's Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins.

	Per Doz.	Per 100
61. Yellow (Inglescombe). Rich satiny-yellow globe-shape flowers. Sometimes called "Yellow Darwin".....	\$.50	\$3.50
62. Picotee (Maiden's Blush). A long-shaped flower with recurved petals. Pure white, margined rose.....	.50	3.50

Old-Fashioned "Parrot" Tulips

Complying with request of a number of customers, I am importing some of these odd tulips with fringed and crinkled petals. The buds are supposed to resemble a parrot's head.

88. **Parrot Tulips Mixed.** Doz. 60c; 100 for \$4.20. (Free culture directions with each bulb order.)

Breeder Tulips of Unusual Colors

Similar to Darwins in size and shape. Just a little later and larger. These popular richly-hued Breeders come in rare colors and color combinations as noted.

		3 for	Per Doz.	Per 100
81.	Bronze Queen. Delicate shade of brown, inside tinted golden bronze..	\$.20	\$.70	\$4.50
82.	Cardinal Manning (Goliath). Dark violet, shaded rosy-brown.....	.20	.75	5.00
83.	Don Pedro. Coffee-brown, shaded maroon. Inside glittering mahogany	.35	1.20	9.00
84.	Louis XIV. Rich purple with golden bronze margin. Inside bronzy-purple. Enormous flower.....	.30	1.00	7.00
85.	St. James. Dark rosy-lilac, edged bronzy tan, with coppery-rose flush at tips of petals. Inside mahogany, edged golden-brown.....	.25	.80	6.00
86.	Velvet King. Velvety purple-blue. Inside deep crimson. Creamy-white base.....	.30	1.00	7.00
87.	Breeder Tulips Mixed. Not labeled..	.25	.80	5.50

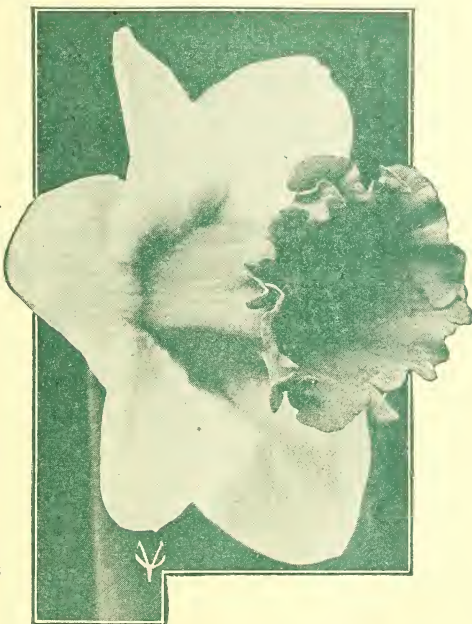
LONG'S Trumpet Narcissi

(All Narcissus Bulbs prepaid in U. S.)

King Alfred Giant Narcissus

20. Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Sure to please. Each 25c; doz. \$2.60; 2 for 45c.

(6 Bulbs at dozen rate.)



All Are Good for Either Pots or Garden

21. **Empress.** The favorite bi-color; trumpet large, rich golden yellow; petals or perianth white; long stem; a beauty. 2 for 25c; doz. \$1.40.

22. **Emperor.** Like Empress in size and type, and robust growth, but entire flower is pure golden-yellow. The two make a fine pair. 2 for 25c; doz. \$1.40.

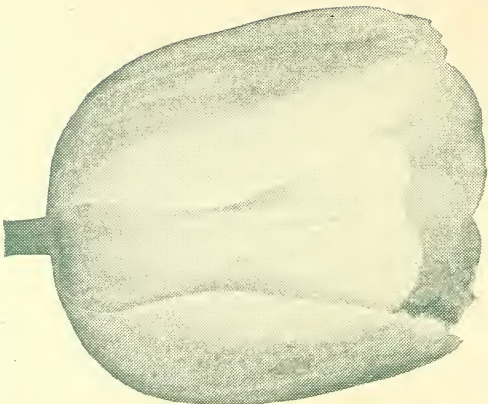
23. **Golden Spur.** Similar to Emperor but somewhat smaller and earlier; deeper yellow. Much used for pots. 2 for 25c; doz. \$1.40.

24. **Poeticus Ornatus.** White petals, small yellow cup, margined scarlet. Fragrant. Doz. 90c; 25 for \$1.60.

LONG'S Double Narcissus

25. **Von Sion.** The well-known yellow daffodil much grown in pots by florists. Is hardy in garden also. Blossoms often have a green tint. 2 for 25c; doz. \$1.40.

Giant Darwin Tulips



From

THE J. D. LONG SEED COMPANY

Boulder, Colorado



POSTMASTER:

If unable to deliver, please be
sure to return. Thank you.

RETURN POSTAGE
GUARANTEED

J. D. Long

U. S. POSTAGE

1c PAID

Jefferson City, Mo.

Permit No. 28

D. N. Shoemaker
U. S. Dept. of Agri.
Washington, D. C.

LONG'S

Exhibition Mixture of
Giant Darwin Tulips, only
\$3.20 per 100, prepaid.